

# The NATIONAL UNDERWRITER

## Life Insurance Edition



PHOTO BY BACHRACH

Walter T. (left) and Robert B. McIntosh, of our N. Y. - Huppeler Agency, make up one of 40 Father & Son teams with New England Mutual.

### SUCCESSFUL COMBINATIONS

When a father welcomes his son (or sons) into *his* business, it means that he has found satisfaction and happiness there himself. We are proud of the number of "successful combinations" now connected with New England Mutual, and we have listed them for your reference in the columns below. They illustrate, better than pages of talk, the genuine enthusiasm which New England Mutual representatives have for the business and their company.

The McIntoshes, of our New York-Huppeler Agency, serve as an excellent illustration for our headline. Walter (the Dad) is a graduate of Union College and a life member of the Million Dollar Round Table. Son Robert, a graduate of the University of Pennsylvania, joined the company one year after his Dad. Both are National Quality Award winners of 1950, members of the company Leaders' Association, and have been with New England Mutual for nearly twenty years.

### NEW ENGLAND MUTUAL FATHER AND SON TEAMS

<b>Baltimore</b>	PHOEBUS, LESTER M. PHOEBUS, LESTER M., JR.  ROBINSON, GUY H. ROBINSON, JAY P.  SAVAGE, FREDERICK A. SAVAGE, FREDERICK A., JR., C. L. U.*	<b>Denver</b>	SAMUELS, ISADORE* SAMUELS, ROBERT N., C.L.U. SAMUELS, WILLIAM D.	<b>Newark</b>	BOWES, C. VERNON* BOWES, NORMAN A.  STOCKMAN, HENRY C. STOCKMAN, HENRY C., JR., C.L.U.
<b>Boston</b> (Hays Agency)	MCKENNEY, FRED P. MCKENNEY, FRED P., JR.	<b>Harrisburg</b>	WAGNER, WILLIAM B., C.L.U.* WAGNER, WILLIAM R., C.L.U.	<b>New York</b> (F & M)	HIRCHFELD, ISIDOR HIRCHFELD, MARVIN D. (CINCINNATI)
<b>Boston</b> (Summers)	SUMMERS, MERLE G.* SUMMERS, M. GREELY, JR. SUMMERS, JAMES G.  TOOMBS, HERBERT W. TOOMBS, BERNHARD A.†	<b>Hartford</b>	HOUSE, W. WATSON, C.L.U.* HOUSE, ROBERT S., C.L.U.	<b>New York</b> (Huppeler)	KINBACHER, ANDREW KINBACHER, ANDREW F.  MCINTOSH, WALTER T. MCINTOSH, ROBERT B., C.L.U.
<b>Charlotte</b>	TOWLER, J. BARBER TOWLER, REID S.	<b>Honolulu</b>	HAYNES, JAMES J. C. HAYNES, WARREN M.	<b>New York</b> (Schmidt)	GOODMAN, EDWARD A. GOODMAN, EDWARD A., JR. GOODMAN, ROBERT E.  SCHMIDT, H. ARTHUR* SCHMIDT, ARTHUR W., C.L.U.* SCHMIDT, ROGER W., C.L.U.*
<b>Chicago</b> (Behrens Agency)	MACK, EDWARD E., C. L. U. MACK, EDWARD E., JR., C.L.U.	<b>Jacksonville</b>	LIPSCOMB, JAMES H. LIPSCOMB, JAMES H. III	<b>Parkersburg</b>	FORDHAM, HARLAN A. FORDHAM, DELBERT A.
<b>Chicago</b> (Thurman)	THURMAN, EDWIN B.* THURMAN, EDWIN B., JR., C.L.U.	<b>Los Angeles</b> (H & B)	HAYS, ROLLA R., JR., C.L.U.* HAYS, WILLIAM EUGENE, C.L.U.* (BOSTON)	<b>Pittsburgh</b>	SHIRLEY, JOHN T.* SHIRLEY, ALLEN I.
<b>Cincinnati</b>	RANDOLPH, GUY D., C.L.U.* RANDOLPH, GUY D., JR.	<b>Los Angeles</b> (D & B)	PAYTON, A. E. PAYTON, H. E.	<b>Richmond</b>	DAVIS, BENJAMIN W.* DAVIS, BENJAMIN W., JR.
<b>Columbus</b>	SALLADAY, JOHN M. SALLADAY, JOHN R.	<b>Louisville</b>	BARE, EDWARD F. BARE, BRUCE, C.L.U.*	<b>Roanoke</b>	METCALF, WAYNE C., C.L.U.* METCALF, WAYNE C., JR. (IN SERVICE) METCALF, JACKSON H.
	WETHERBEE, MILTON E. WETHERBEE, MILTON R.	<b>Manchester</b>	CHESCHEIR, GEORGE M.* CHESCHEIR, GEORGE M., JR. CHESCHEIR, WILLIAM B. CHESCHEIR, THOMAS (TOPEKA)	<b>San Francisco</b>	KAMP, DAVID S.* KAMP, DAVID A. (IN SERVICE)

† Home Office

\* General Agents

## The NEW ENGLAND MUTUAL

Life Insurance Company of Boston

FIRST MUTUAL LIFE INSURANCE COMPANY CHARTERED IN AMERICA—1835

FRIDAY, MARCH 2, 1951

# All UNDER ONE CONTRACT

- LIFE
- ACCIDENT
- SICKNESS
- HOSPITALIZATION

and

One Call For All  
SAVES YOUR TIME  
TIME IS MONEY

EXCELLENT TERRITORY AVAILABLE  
FOR YOU TO BUILD YOUR AGENCY  
WITH COMPLETE PROTECTION PLANS

IF YOU ARE DISTURBED ABOUT YOUR FUTURE, IT WILL  
PAY YOU TO INVESTIGATE OUR AGENCY EXPANSION PLAN

ASK US ABOUT IT

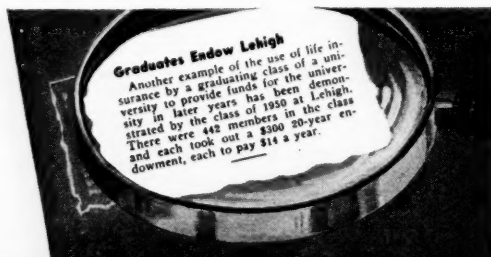


Since 1901

1951—OUR 50TH ANNIVERSARY YEAR

The Progressive  
**GUARANTEE MUTUAL  
LIFE COMPANY**

Omaha, Nebraska



## Graduates Endow Lehigh

Another example of the use of life insurance by a graduating class of a university to provide funds for the university in later years has been demonstrated by the class of 1950 at Lehigh. There were 442 members in the class and each took out a \$200 50-year endowment, each to pay \$14 a year.

## Another... "Philadelphia Story"

... a story in which a Philadelphia Lifeman was the "hero." \$132,600 in 442 endowment policies. Most important of all, no difference in premium because of age... each premium \$14.00 per year!

That's the kind of home office help Philadelphia Life fieldmen get all the time. Liberal contracts... cooperative underwriting... competitive rates... planned programs that get dotted line action... all mean vastly increased earnings for Philadelphia Life agents. The Company is growing... rapidly! You can grow along with us.

**PHILADELPHIA LIFE  
INSURANCE COMPANY**  
PHILADELPHIA 7, PA. William Elliott, President

## COMPLETE PERSONAL INSURANCE COVERAGE

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BROKERAGE  
REINSURANCE



**REPUBLIC NATIONAL LIFE  
INSURANCE COMPANY**

THEO. P. BEASLEY, President  
HOME OFFICE DALLAS, TEXAS

Life insurance in force exceeds \$310,000,000.00

## NEW HORIZONS

1. Liberal First Year Commissions.
2. Vested Renewals Unsurpassed.
3. Bonus on Quality Business.
4. Personalized Home Office Service.
5. Attractive Retirement Plan.

Openings in Virginia, West Virginia,  
North Carolina, South Carolina,  
Tennessee and Alabama. For information write:  
E. DUDLEY COLHOUN, Director of Agencies.

**Shenandoah Life  
INSURANCE COMPANY, INC.**

SHENANDOAH, VIRGINIA ★ PAUL C. BURGESS, President



## Companies Turned Down on Common Stock Plan in N. Y.

### But Bills Include Juvenile Increase and Several Investment Liberalizations

New York companies have won support for minor 1951 revisions in the state's insurance laws from the joint legislative committee on insurance rates and regulation but the bills introduced by the committee before the deadline include no major changes.

Companies were turned down on their request to increase the limit on weekly premium business from \$1,000 to \$1,500 or \$2,000, and on a leeway investment provision which includes authority to buy common stock and to make small business loans. They did obtain an increase in juvenile limits.

The juvenile change fixes a maximum of \$2,000 instead of \$1,500 as in the past, with an upward revision at various ages through 14½. A modification of the 10½ year juvenile maximum on weekly premium industrial is included in one bill but the amount is still subject to the over-all \$1,000 limit on weekly premium business.

Disappointment over the common stock proposal is more stinging than the decision on the other bills because the leeway provision and the small business loan law were opposed by Superintendent Bohlinger. He, however, endorsed limited common stock investments. Companies interested in the common stock allowance were upset when the committee didn't go along with that suggestion. A spokesman said the committee wanted more safeguards written into the law.

The legislative committee turned down the requested increase in the present 3% of assets limit on investments in income producing real estate, siding with the department in opposing a change now.

### Some Investment Revisions

The committee has introduced the following bills which investment officials of the companies requested: a change in the earnings coverage test for corporate securities to be fulfilled in either of the last two years instead of in the last year, a modification to do away with the exclusion of pre-incorporation experience in the earnings test; an allowance for companies to make leasehold mortgage loans; a provision whereby companies can invest in agricultural equipment as a salvage measure on farm mortgage loans; a change permitting companies to invest additional funds in corporations organized to acquire income producing property.

Companies had asked that the limitation on the holdings of preferred stock in any one corporation to 10% of the shares of that corporation outstanding be raised to 25%. The committee bill provides for a raise to 20%.

The committee introduced a bill which strikes out the 25 employee minimum on group A. & H. This bill was not the subject of a hearing but affects group companies which have been interested in writing smaller groups since the passage of the disability benefits law. Statutory benefits can be written on groups of four or more lives.

## Section 213 Revision Proposal Is Analyzed

By DONALD J. REAP

The proposed revision of section 213, the expense limitation provision of the New York insurance law, which was introduced in the legislature just before the new bill deadline, is expected to start a debate on the merits of the change that will last for many years, with the intensity of the discussion diminishing only after a new law has been passed.

Based on the informal opinions of some who have gone over the result of the monumental job taken on and completed by the joint committee on section 213 of American Life Convention and Life Insurance Assn. of America, that committee developed a proposal with a minimum of fuss and a maximum of brains and perseverance, worthy of an all-institutional vote of thanks. Differences of viewpoint are anticipated, in fact they were unavoidable. But the proposal is regarded as reflecting a sound actuarial consensus of feasible solutions to a collection of colossal enigmas.

Much of the divergence of opinion is expected to revolve around the amendments to the A.L.C.-L.I.A. proposal made by National Assn. of Life Underwriters prior to the bill's introduction.

### Gives Section New Number

One of the first things the proposal does is to repeal all of section 213 and substitute for it sections 300 to 306, meaning that the term "section 213" will no longer be in vogue after a revision has passed.

Section 300 excludes from the application of the article industrial, group, group annuities, and monthly debit business issued after Dec. 1, 1938 in amounts of less than \$1,000, except for one part of 302 which applies to monthly debit business.

Section 301 defines the terms and special provisions used throughout the proposal.

### Commission Limits in Section 302

Section 302 includes the limitations on commissions, other compensation and security benefits to agents. The National Assn. of Life Underwriters' amendment provides that security benefits may be provided or paid to agents in addition to any allowances included in compensation under the other parts of the sub-section.

The commission limit set up by sub-section three of section 302 in theory would allow a company to pay on a \$100 ordinary life premium a commission of 10% for 15 years which would work out to the present value of a \$150 payment. That amount could not be paid in a lump sum, however.

### EXAMPLE GIVEN

On premiums other than single premiums, the limit is the commuted value of 10% of the premiums for the first 15 years less the commuted value of 4% of the excess, if any, of the premium for the first 15 years over the corresponding premiums for a whole life policy. For a plan calling for a \$150 annual premium, if the ordinary premium were \$100, the company could pay 10% of the premium, or \$15 less the commuted value of 4% of the excess over the ordinary premiums. The excess is \$50 and 4% of that is \$2 which makes the payment \$13.

On annuity contracts a company may pay 6% for the first 15 years instead of 10%. On single premium insurance

and annuities it may pay 3%. There is also a proviso for the payment of one dollar per each \$1,000 of new life insurance, which is intended to take up the slack and to level off the inequities which might be caused by the "fair sample" showing of the commission schedules previously approved by the insurance department.

Sub-section four provides an additional restriction by placing a maximum of 55% on first year commissions and a maximum of 20% on commissions in any subsequent year. An additional limit says that a company may not pay any commission for the first 15 years with a commuted value in excess of the commuted value of 10% of the premiums for those 15 years, except on term insurance providing for less than 15 annual premiums. Sub-section five provides a further limit based on commissions but relating to training compensation and security benefits.

The section also removes the differential that has existed on the commission allowable for an agent under a general agency or under a branch office organization.

### Recruiting Assistance Provisions

There is a brand-new sub-section 10 which provides for a training allowance. These expenses were formerly treated as agents' compensation. Under the change, for the first three years after a new agent is contracted, a company may set up a training allowance plan whereby he can be paid extra compensation. This can be charged to agency expense instead of agents' compensation. No agent under such an arrangement, however, is entitled to vested renewal commissions. The total payment cannot exceed 5% of the agency expense limit or 30% of the premiums involved.

Sub-section 11 was inserted by N.A.L.U. It removes security benefits for agents from the compensation control section and substitutes other controls on the amount of pension contributions, etc., which a company can make.

### Help Small Companies

Section 303 is a rewritten limitation on agency expenses. Formerly there was an "inside" and "outside" limit on agency expenses interwoven with a limit on renewals. These controlled agency expense and agents' compensation. The new limits are adjusted because of the withdrawal of agents' compensation from the section. In addition the limit is controlled by a dollar factor graduated by size of company which allows a smaller company a larger proportionate expense. This is intended to do away with the penalty of the present law which is said to impede small company growth. The allowances are larger for companies with less than \$100 million in force and are graduated downward per \$1,000 of insurance in force as company size increases.

### Aid for General Agents

Another major revision of this section is intended to terminate the expense advantage branch office companies have over companies operated on a general agency basis. Under the present law general agents, like agents, are under a contract control plus an expense limit. General agents' and the agent's commissions must qualify under the contract control as well as the dollar limit. This means that a company cannot under a general agency plan set up or organize new offices where or in as many places as it would like.

Where there is no business in force  
(CONTINUED ON PAGE 16)

## Prudential to Build Midwest Head Office on Lakefront Site

### Chicago to Have 35-Story Structure Over Railroad Yards

Plans for the establishment of a mid-America home office in Chicago by Prudential and the erection of 35-story skyscraper to house the new organization were announced at Chicago Thursday by President Carrol M. Shanks.

At a press conference attended by Mayor Kennelly and other prominent officials, Mr. Shanks said the proposed headquarters will be located over part of the Randolph street suburban station of the Illinois Central railroad, the I.C. tracks and those of the Michigan Central railroad. The location is between the lake and Michigan avenue just north of Grant Park.

The building will serve as a headquarters for all Prudential operations in Illinois, Indiana, Iowa, Michigan, Minnesota, Nebraska, North Dakota, South Dakota and Wisconsin. It will be staffed by more than 3,000 employees, but much of the structure will be available for tenant occupancy.

### 5½ Million Policyholders

Prudential has approximately 5½ million policyholders residing in the mid-western area, said Mr. Shanks, and they own over \$6½ billion of insurance. Its investments of all types in the nine states total more than \$928 million.

"By establishing the mid-America home office here, we feel that we can better serve this large segment of Prudential policyholders and the company's investment activities can be better tied in to meet local needs and opportunities," said Mr. Shanks.

Besides Mayor Kennelly those present at the conference when Mr. Shanks made his announcement were Holman D. Pettibone, president Chicago Title & Trust Co.; Wayne A. Johnston, president Illinois Central railroad; Charles H. Mottier, vice-president, Illinois Central; Sigurd E. Naess and Charles F. Murphy of Naess & Murphy, architects; Leo J. Sheridan, president of L. J. Sheridan & Co. and Insurance Director Day of the Illinois department.

Establishment of the new home office is in line with the decentralization program undertaken by the company several years ago, Mr. Shanks said. However, in size—both from the standpoint of operations as well as staff—the Chicago office will be larger than any of the other three regional home offices already established by Prudential at Los Angeles, Houston and Toronto.

### To Recruit Most of Staff Locally

Most of the 3,000 persons required to staff the new headquarters will be in addition to the 6,200 who now man its 267 offices located throughout the midwestern region. Many of them will be recruited in the Chicago area, while others will transfer from the home office in Newark.

When completed, the new Chicago organization will assume complete supervision over all sales, service, investment and other operations throughout  
(CONTINUED ON PAGE 14)

## R. F. Baird Retires, 4 Lincoln National Executives Advance

R. F. Baird, vice-president and general counsel Lincoln National, has retired, and the company has promoted W. O. Menge, vice-president, to 1st vice-president; J. D. Frank, 2nd vice-president and associate counsel, to vice-president and general counsel; G. M. Bryce, assistant secretary and associate actuary, to secretary and John Phelps, assistant secretary, to assistant vice-president.

President A. J. McAndless at the annual meeting paid tribute to Mr. Baird's outstanding record of more than 26 years with the company. Mr. Baird joined Lincoln National as counsel and has also served as a director, finance



R. F. Baird



W. O. Menge



J. D. Frank

committee member and chairman of the employees' retirement plan. He is a past president of the American Life Convention Legal Section and a former member of the executive committee of the Assn. of Life Insurance Counsel.

Mr. Menge joined Lincoln National in 1937 as associate actuary after teach-



G. M. Bryce



John Phelps

ing actuarial science at University of Michigan. While at Michigan he was a consulting actuary for a number of insurance companies and the Michigan department. He became vice-president in 1945. He is a fellow of the Society of Actuaries and author of a textbook on life insurance mathematics and of numerous scientific papers on life insurance.

Mr. Frank joined the company in 1930 after having been general attorney in Texas for Southwestern Bell Telephone, a member of a Dallas law firm, and was associate general counsel of American Life Reinsurance of Dallas.

Mr. Bryce joined Lincoln National in 1927 as reinsurance supervisor after graduating from University of Toronto. He has been assistant secretary and associate actuary, has supervised the new business, policyholders' service and supplementary contracts departments, and for five years has been a member of the insurance committee. He is a fel-

low of the Society of Actuaries.

Mr. Phelps joined the company in 1938 in the underwriting department, transferring in 1947 to the reinsurance department. He has been reinsurance supervisor and assistant secretary. He is a graduate of University of Michigan, an overseas veteran, and a fellow of the Society of Actuaries.

### Rutherford, Nutt on Third Chicago Association Card

Speakers at the third session of the spring training series of Chicago Assn. of Life Underwriters were James E. Rutherford, vice-president Prudential, former executive vice-president of the National association, and Hal L. Nutt, director of the Purdue course. The final meeting of the series will be held March 3.

Mr. Rutherford, using plaques to illustrate his talk, pointed to the many characteristics an agent must acquire if he is to be successful. He also showed the various ways in which insurance can be used and gave several emotional presentations that could be tied in with these uses.

The importance of an orderly program was stressed by Mr. Nutt. He advocated use of two interviews for each sale, one to collect the facts and then, after the program has been set up, the other to present the proposal in an orderly fashion.

Russell C. Tomlinson, New England Mutual, was moderator at the meeting.

### Model A. & H. Bill in N. Y.

The N.A.I.C. model A. & H. bill including the revised standard provisions, has been introduced in the New York legislature with the backing of the insurance department. The bill, which was approved by N.A.I.C. last June, has been introduced in 18 states.

## Boston Leads in January Gains

L.I.A.M.A. reports that Boston had the greatest rate of increase in ordinary life sales for January in the big cities with a gain of 27%. Detroit followed with a gain of 22% and then came Philadelphia with a 17% gain. Gains for the other cities were: Chicago, 14%; Los Angeles, 13%; New York City, 11%; St. Louis, 5%; Cleveland, 8%.

North Dakota led among the states with a 56% rise; New Hampshire's gain was 52% and Oregon business was 39% ahead.

### President Truman Endorses Voluntary Lending Curbs

President Truman has asked the secretary of the treasury, the chairman of the federal reserve board, the director of defense mobilization and the chairman of the council of economic advisers to study the desirability of measures to limit private lending through voluntary action. The President referred to efforts already launched in this direction by Life Insurance Assn., American Bankers Assn., and the Investment Bankers Assn.

### Shrader Has Own Unit

Douglas R. Shrader, who for the past five years has been vice-president and manager of the southern California division of Underwriters Report and who recently resigned, has opened an office at 704 South Spring street, Los Angeles as a publishers' representative for insurance companies. Miss Dorothea Reddekopp, who does a public stenographic business and mimeograph service for insurance people, is associated with Mr. Shrader.

## Day's Proposals for Closer Supervision Meet with Disfavor

### Stock Gives Voice to Resentment at Illinois Fraternal Congress Rally

John P. Stock, president of National Fraternal Congress and president of Maccabees, in a talk at the annual meeting at Chicago of Illinois Fraternal Congress, expressed a feeling of resentment concerning a letter written to the Illinois congress by Director Day in which closer departmental control of fraternal activities was recommended in order to present a repetition of the suits filed in New York and Illinois against International Workers Order charging it with misuse of funds to promote Communist propaganda.

Mr. Stock termed this an indictment

### OFFICERS ELECTED

President—Otto Hanson, Independent Order of Svithiod.

Vice-President—W. C. Ewan, Fidelity Life Assn., Fulton.

Secretary—Russell H. Matthias, Lutheran Brotherhood.

Treasurer—Clarence J. Del Vecchio, Royal League.

Executive committee — Edward D. Brown, Jr., Lutheran Brotherhood; Thomas R. Heaney, Catholic Order of Foresters; Lendon A. Knight, Royal Neighbors of America; James V. Krakora, Czechoslovak Society of America; Mary E. McCullough, Women's Catholic Order of Foresters; John C. Phillips, Modern Woodmen of America; William F. Schultz, Aid Association for Lutherans, and Adele Lagodzinska, Polish Women's Alliance.

of the entire fraternal system because of the action of one society, which had not even been recognized by the Illinois department.

Mr. Day proposes accomplishing closer supervision by requiring each fraternal to file annually names and addresses of all local lodge officers. The list would be kept up to date through monthly filings. In addition, in cases where the department deems it necessary, names of all members would have to be submitted.

Mr. Day also asked for a specific prohibition against use of fraternal funds for purposes relating to controversial political and international issues. Mr. Stock said he does not see how these suggestions would bring about the end Mr. Day is seeking. A committee was appointed to confer with Mr. Day on the matter.

The congress approved a resolution asking that the legislature enact legislation specifically permitting fraternal to issue A. & H. policies under contracts separate from the life contract.

### 1 Million Illinois Fraternalists

Otto Hanson, Independent Order of Svithiod, who was reelected president, in his report said there are now over one million members of fraternal societies in Illinois. Thomas M. Galbreath of the social security board at Chicago outlined the many changes in the social security law since its inception in 1937. Joseph S. Walsh, Catholic Knights of Wisconsin, spoke briefly. Dr. Preston Bradley, Chicago, was the luncheon speaker.

Russell H. Matthias, Lutheran Brotherhood, congress secretary, stated there are now 63 member societies, including one new member, the Ladies Catholic Benevolent Assn. of Chicago. He urged fraternalists to be on the alert for legislation taxing them and affecting licensing of agents. He said such legislation could wreck the fraternal system.

James V. Krakora, Czechoslovak So-

(CONTINUED ON PAGE 16)

## The COMMONWEALTH Commentary

CONGRATULATIONS!

PHIL MCGARY

AND YOUR ASSOCIATES IN THE  
LOUISVILLE EAST DISTRICT



Mr. McGary and his associates were awarded the President's Trophy for 1950—the highest honor that Commonwealth can bestow upon one of its Industrial District Agencies. This award is made annually by the company, to the district agency whose manager does the best all-around job of agency management.

Commonwealth is indeed proud to pay this well earned tribute to Phil McGary and his championship team of Career Life Underwriters.

INSURANCE IN FORCE February 1, 1951—\$484,807,838



**COMMONWEALTH**  
*Life Insurance Company*

HOME OFFICE • LOUISVILLE, KY.



## Council OKs \$30 N. J. Base, Opposes Hospital Benefits

In its first report, the advisory council on disability benefits in New Jersey recommends an increase in the maximum amount from \$26 to \$30, while retaining the basic formula of 1/22 of earnings in the high quarter of an employee's base year. It opposes the addition of a maternity benefit, benefits for dependents and hospital benefits. It decided against making a recommendation at this time on a proposal to extend the law to one or more employees, as against the present four or more. It recommended an increase in administrative expenses from 6 to 8% of contributions received from employers insured under the state fund.

The council has two insurance members, Edmund B. Whittaker, vice-president of Prudential, and Francis Van Orman, vice-president and general counsel of the American of Newark (fire-casualty) group. Mr. Van Orman is chairman.

The council has four members representing labor, two employers, and two the medical profession. Its purpose is to study the administration and operation of the act, aid the commission that administers it in formulating policies, rules and regulations, consult and advise with the executive director, and make a report to the governor and legislature by March 1.

### Private Plans Increase

The council's report indicates a tendency for the number of employers covered by private plans to increase.

The yearly disability claim frequency has been six out of every 100 workers covered under the state fund and the duration of the claim 7½ weeks. This differs greatly from current statistics of several large insurers writing private plans, which indicate that the claim frequency under a plan providing non-occupational sickness and accident benefits, excluding maternity, commencing with the eighth day and running for a maximum of 26 weeks is 10% annually for males and 13% for females, with an average claim duration of about six weeks following the one-week waiting period.

Claim experience under the state fund is relatively low. This is because the public perhaps does not completely realize that employees are entitled to benefits; many small employers continue to give full pay to workers out sick; and claim frequency among small groups, which comprise a relatively large part of those insured in the state fund, will always be somewhat lower than among employees who work for large concerns because of the more personal relationship of management in the small firm.

### Claim Duration Decreases

The council's study shows that as claim frequency increases, the claim duration is decreased by one-fourth of a week for each increase of 1% in the claim frequency, since a greater number of claims means paying a relatively larger number of short claims. A claim frequency of 9% and a duration of 6¾ weeks seems to represent a reasonable actuarial estimate as to the cost to be experienced by the fund some years from now. The council's major consideration is solvency of the fund in future years when claim costs have stabilized.

The council turned down maternity benefits because of the probable cost of \$504,000 for 1951 on the \$26 base and \$554,000 on the \$30 base. Cost of dependent benefits of an additional \$3 a week for each of the first three dependents including a dependent wife were estimated at \$792,000 with a 6% claim frequency, \$1,116,000 with a 9% claim frequency and \$1,232,000 with an 11% claim frequency. This feature would also increase considerably operating expenses of the department.

The addition of hospital benefits, as in California, would be a most undesirable

innovation, both on general principles and administratively, according to the council. Correlative legislation controlling the price of hospital services would be necessary since the state cannot safely promise full hospital services to insured persons without having some control over the cost of those services. Neither can the state promise a substantial cash hospital benefit without either controlling its use or having a large part of it wasted.

### Could Outcost Rest of Plan

Hospital costs could be more than the rest of the disability benefits program. The council suggested a full study by an impartial group, to consider the effect of such new coverage not only on insurance but on hospitals themselves.

Three large insurers made their statistics available to the council which show that among employed persons seven out of 100 will go to hospital as in-patients each year for causes other than maternity or illnesses compensable under workmen's compensation laws. The average duration of hospitalization for insurance company plans, which generally provide a maximum of 31 days, is nine days, but if the maximum were reduced from 31 to 12, the average of nine days would probably be reduced to seven. The council estimates the additional cost of hospitalization benefits for employees only is \$1,988,000 at \$26 a week and \$2,044,000 at \$30, for employed sick only.

## R. L. Starling Is Named D. C. Chief Examiner

WASHINGTON — Robert L. Starling, son of Howard M. Starling, Washington representative of Assn. of Casualty & Surety Companies, has been named chief examiner in the District of Columbia insurance department. He had previously served as an examiner about five years and before that he was an Aenta Casualty underwriter here.

## Ivan Ricks, Veteran Group Man, Leaves Equitable, N. Y.

Ivan Ricks, who has been with the group department of Equitable Society for 24 years, has resigned. He has embarked on an extended motor trip with his wife through the southeast and will not announce his plans until he returns to his Chicago home. Until recently, Mr. Ricks had been associate manager of the Equitable group department with headquarters at Chicago. In January he was assigned as divisional group manager to Milwaukee, but he had not yet taken up this post. As western regional manager at Chicago, Mr. Ricks was for some years in charge of all group insurance activity for his company from Ohio west to the Pacific Coast.

Mr. Ricks began his business life with Southern Railroad for which he managed a group insurance plan and in 1926 he joined the Equitable Society group department at Washington, D. C. He served at the home office and in 1929 was assigned to Chicago. He has held most of the ranks a group man can fill with Equitable Society.

Mr. Ricks in May closes his second term as president of the group supervisors division of Chicago Assn. of Life Underwriters.

## Heart Disease Research Grants Near \$4 Million

Heart disease research will receive grants totaling more than \$725,000 this year from the life companies of the U. S. and Canada, it has been announced by M. Albert Linton, president Provident Mutual Life, president Life Insurance Medical Research Fund. This brings to nearly \$4 million the amount of money given to heart disease research by life companies since the fund was organized in 1945.

Only new member elected to the fund's board this year was J. C. Higdon, president Business Men's Assurance.

## NSLI System Believed Likely to Be Continued

WASHINGTON — Life insurance representatives believe that the National Service Life system is here to stay as a more or less permanent feature of big government, despite the attempt to substitute a gratuitous indemnity system for it.

The right-about-face executed by the Senate finance committee in recommending that Senator George's bill for gratuitous insurance for Korean war veterans be substituted for the Rankin gratuitous indemnity bill, with Senate committee amendments, life insurance observers believe, was due to the prospect that when the Senate began consideration of the legislation, an amendment proposed by Senator Lehman, New York, to continue NSLI would probably have been adopted by the Senate.

### Against Two Systems

That would have resulted in having the two systems in effect continuously. Senator George and the finance committee wanted to avoid that situation, life insurance observers said. That they would succeed was indicated when Senator Lehman last week stated that the George substitute was satisfactory.

The Senate developments which might have involved establishing two parallel systems of protection on a permanent basis, pointed up objections by life companies to the gratuitous indemnity plan. In conference with representatives of agents, company representatives had pointed to dangers involved in a proposal to substitute gratuitous indemnity for NSLI.

It was predicted then that if the former system were established at this time, it would not be long before Congress would be pressured to extend and continue NSLI. The Lehman-George developments in the Senate tended to bear out this contention, although the situation feared developed even before the gratuitous indemnity system was established.

### Differences Between Bills

A difference between the House and Senate versions is that under the House bill the serviceman owning NSLI on re-entry into service would surrender it for its cash value. After leaving the service he could pick it up again either by paying the cash value and going on at the same premium rate as before or else he could pay premiums applicable to his attained age and would not have to repay the cash value. There would of course be no insurability requirement.

Under the Senate version the serviceman would keep on paying his NSLI premiums even though he had no coverage, but after getting out of the service he would have his premiums refunded with 3% interest. In that way he would never get out of the habit of paying his NSLI premiums.

The prevailing opinion appears to be that the final version will be closer to the Senate than to the House version in important respects in which the two bills differ.

### Conferences Necessary

It will have to be a conference committee of the House and the Senate that will draw up some sort of a compromise between Senate and House versions. Senator Taft is for recommitting the whole matter to the finance committee for consideration. He supported the George substitute and feels that the House bill represents a complete revolution of the program. He feels that Korean war veterans will probably eventually get the same conversion rights granted to veterans of the second world war in which case the government would have all the obligations, but without

(CONTINUED ON PAGE 16)

# Accidents

No one ever thinks to call a war an accident, but the sum total of accidents in the course of a year can exceed the war casualties.

American losses in the Korean war have been compared by the National Safety Council with the nation's 1950 accident cost. It says that last year in the United States 90,000 were killed and 8,900,000 were injured. The Korean war's first seven months lost us 6,897 killed in action; 30,615 wounded; and 9,302 missing in action.

There were 35,000 automobile accident deaths. Home accidents came to 27,500. Occupational accident deaths totaled 15,500. There were 14,000 public accident deaths.

Not all accidents are preventable, but some of them are as may be judged from the fact that percentages rise or fall. Last year there were 11% fewer deaths from home accidents and 10% fewer deaths in public accidents. But deaths from occupational accidents were up 3% and automobile fatalities went up 11%.

The accident death list of 90,000 is shocking, but even at that the year 1950 was the safest year on record, which proves the possibility of alleviation.

## THE PENN MUTUAL LIFE INSURANCE CO.

MALCOLM ADAM

President

INDEPENDENCE SQUARE, PHILADELPHIA

## Idaho Governor Gets Several Insurance Bills

Awaiting the governor's signature in Idaho are a number of bills that were sponsored by the insurance department. One bill that is patterned after the state of Washington provision and that was designed by Attorney R. D. Williams of Seattle, sets up in considerable detail the procedure for hearings and appeals. Then there is a rehabilitation and liquidation bill like the New York and state of Washington provisions but which dif-

fers from the uniform act by the absence of provisions concerning reciprocal states. Another bill that passed sets up in detail the situations justifying revocation of license and refusal to renew.

Another bill desired by the department is the unauthorized insurers process act which is the standard variety. Also the model group disability insurance bill. There is a bill to revise the investment law.

There has been introduced an unfair trade practice act and also a revision of the group life law.

## Approves Miller as Vt. Commissioner

The Vermont senate has approved Gov. Emerson's appointment of Alexander H. Miller as commissioner of banking and insurance. Since 1947 Mr. Miller has been assistant treasurer of Burlington Trust Co. of Burlington.

A graduate of McGill University at Montreal, Mr. Miller has long experience in accounting and bond fields. In 1929 he founded Miller, Holmes & Co., public accountants, at Burlington. He was named chief bank examiner for Vermont in 1938. He served in both wars, in the latter as a finance officer with the rank of lieutenant colonel.

## N. Y. Department Sponsors N.A.I.C. Legislative Changes

The New York insurance department's legislative proposals for 1951 include a number of bills that came out of committees of National Assn. of Insurance Commissioners last year.

Bills introduced in the legislature with the backing of the department include the standard war and aviation exclusion clause suggested by the N.A.I.C. life committee.

Additional bills of life insurance interest include: A requirement that the examination of domestic life companies be held at least once in every four years instead of once every three years as in the past; a stipulation that companies furnish a premium notice, or, in the alternative, a notice of non-forfeiture benefits to holders of policies requiring payment of monthly premiums. This is to fill a gap in the present law which requires these notices on ordinary and on weekly premium policies but not on monthly premium industrial policies.

Another proposed law would require the inclusion in group life policies of an option for an employee to have issued to him on termination of his group, a one-year preliminary term policy. This would tide him over a period of unemployment, for example, so that he would be in better circumstances to pay the higher premium on the ordinary to which he must then convert. Current policies permit a conversion at termination to ordinary or higher premium forms only.

## Phila. Actuaries Hear Follmann

J. F. Follmann, Jr., general manager of Bureau of A. & H. Underwriters, was the speaker at the Feb. 28 meeting of Actuaries Club of Philadelphia.

## Stever Says Benefit Freeze Penalizes Small Employers

Limitation on establishment of new employee benefit plans under the defense production act would discriminate against small and medium size companies which, for the most part, do not have plans, in favor of large concerns, most of which do have plans, Ron Stever, general agent of Equitable Society at Los Angeles told the Los Angeles Life Agency Supervisors Assn. Such a situation would handicap the smaller companies in competing for labor, maintaining morale and making the ultimate proper provision for their older employees, Mr. Stever said.

Pension and group plans are not inflationary in nature and should be treated separately from cash wages, he insisted. Unlike cash wage increases, such plans do not add to the spendable income of the public. Their tendency is to raise unit cost slightly through adding a company expense, but this is largely or wholly offset by their tendency to lower unit cost through increased efficiency, Mr. Stever stated. Payments to benefit plans have never been regarded or taxed as current wages or salary payments, he declared.

Mr. Stever, who is one of the leading writers of employee benefit coverages in the country, characterized the maximum breadth of coverage by private plans, supplementing social security, as a major social need and the answer to Communist-type thinking at home while the nation fights abroad.

He termed retirement programs a bulwark against potential depression following the war effort. It is then that the growth of the unemployed age segment of the population would create a sizable proportion of the public without ability to pay for its needs.

Mr. Stever reported that from the experience he has had in placing employee benefit plans on the island of Cyprus that British private carriers are writing many pension plans on the nationalized industries of Great Britain.

## Occidental Life Officials at Honolulu Opening

Security Insurance Agency, Ltd., which represents Occidental Life at Honolulu, has opened its new building there. Two Occidental executives, President Horace W. Brower and V. H. Jenkins, vice-chairman of the board, flew there for the occasion. The two-story building, with luxurious quarters for agents, is designed around an idea of L. T. Kagawa, president of the agency, that physical surroundings are all-important in influencing an agent's mental attitude. Others present at the opening ceremonies were Acting Governor Oren E. Long, William B. Brown, insurance commissioner and treasurer; Wilfred S. Tsukiyama, territorial senator; James Alsup, collector of internal revenue, and Judge John E. Parks. The agency has over \$62 million in force.

## Berkshire Life Designates Banker as Vice-President

Berkshire Life has elected Hamilton M. Redman vice-president and treasurer. Mr. Redman has been vice-president and manager of the trust department of the National Bank of Commerce of Seattle. He was with the Provident Trust Co. of Philadelphia for 17 years and was trust officer at the time he joined the Seattle bank in 1947. He graduated from Penn State in 1930.



H. M. Redman

**FIDELITY**  
A WELL-BALANCED COMPANY



**balance  
improves performance**

In Life Insurance, the fine balance of past history, present progress and future objectives is essential to outstanding achievement.

Fidelity is a well-balanced company.

**The  
FIDELITY MUTUAL  
LIFE INSURANCE COMPANY**

THE PARKWAY AT FAIRMOUNT AVENUE  
PHILADELPHIA • PENNSYLVANIA



## YOUR BEST INTERESTS AT HEART

Men rise by their own efforts. They slip back when enthusiasm dulls. That's why it takes a going, growing organization with a genuine personal interest in its men to help them produce most effectively.

Western fieldmen are proud of their association. They like to be on their own—but know they can expect quick help when they need it. If you are interested in a scale of compensation far above average and want to share a healthy future with a healthy company . . . if you want more money or more leisure time for the same effort you are making now . . . if you want to go places and enjoy it . . . better see Western soon about a personal producing General Agent's Contract. Your Manager's or General Agent's recommendation will help!

R. B. RICHARDSON, Pres. • LEE CANNON, Agency Vice-Pres.



Write or wire: Western Life  
Western Life Bldg., Helena, Montana

Assets over \$43,000,000 • Insurance in Force \$195,000,000





## Manner, Amount of Additional Taxing Remains Nebulous

WASHINGTON — As life insurance representatives prepared to testify on tax increase legislation before the House ways and means committee, it appeared to them that the Treasury Department had no specific plan for raising additional revenue from life companies. It was rumored, however, Treasury experts were still working on the idea of taxing "underwriting profits" as well as investment income of the companies. Taxation of "underwriting profits" was suggested by the Treasury a year or so ago.

The amount of additional revenue to be derived from life companies, under Treasury suggestions, also appeared to be in doubt. Even life interests' representatives who heard Secretary Snyder testify did not know what he meant when he replied to cross-questions by members of the ways and means committee. One of his answers was \$200 million, which he later corrected to \$100 million.

### Estimates Vary

Some of his auditors got the impression that he meant \$100 million additional revenue over and above that now being collected from companies, on an annual basis. Some estimators indicated that would have meant a total of about \$200 million, in view of estimates from some quarters that the life companies were paying \$90-odd million tax under the new formula prescribed for taxing them in the 1950 revenue law. However, other authorities say the yield from the life company tax under present law would not run that high. They estimate the yield as low as \$42 million a year.

Recently, there have been rumors that the Treasury would be satisfied with \$75 million revenue more than the present yield.

If Snyder meant \$100 million in addition to revenue under present law, representatives say that the total would be about \$142 million a year. If Treasury thinking has reduced this prospective "take" to \$75 million, the overall total would be 75 plus 42, or \$117 million.

It was pointed out that by juggling the formula used as basis for taxing life companies almost any result could be obtained.

### WAYS & MEANS TESTIMONY

In testimony before the house ways and means committee, Claris Adams, chairman of the joint A.L.C.-L.I.A. committee on federal income taxation, testified that an overwhelming majority of companies feel that the 1950 tax law averaging investment incomes is fairer in its operation than any alternative suggested. The Ohio State Life president characterized any tax differential between stock and mutual companies as an unbearable burden upon the young progressive stock companies. He said that with the exception of one company no mutual company has ever asked for a tax advantage in the fiercely competitive market.

The one company to which he referred turned out to be Acacia Mutual and in a statement by the president of that company, William Montgomery, read by E. J. Schmuck, general counsel, it was proposed that mutual companies should be taxed on the basis of the free investment income of each company, individually "without averaging or any other artificial or arbitrary formula." Mr. Montgomery said that the total net income basis is not sound and proper for taxing mutual companies. He urged that some form of total net income basis would be proper for stock life company taxation, taking into consideration that the stock companies are owned and operated for the private profit of their stockholders.

## Labor, Insurance Aligned in Backing Fringe Benefits

WASHINGTON — Labor leaders have joined with life insurance representatives in recommending special treatment of pension fund, insurance and similar contributions by employers, under the general wage stabilization formula.

Labor wanted to leave this field as wide open as possible for future negotiations. It argued, as did life representatives, that increase in such contributions would have no pronounced inflationary

effect on the national economy.

Eric Johnston, economic stabilization administrator, was reported substantially in agreement that pensions and welfare funds were to be largely exempt from wage stabilization control.

In the battle over modification of the wage formula, management reportedly bargained to obtain as much rigidity as possible on such "fringe" benefits. During the war, it was recalled, increase in straight wages was denied by the national war labor board, but frequently the pressure from labor was relieved by granting increased or new "fringe" benefits.

## O.K. Insurable Interest Bill

The North Carolina senate insurance committee has reported favorably a bill which would give employers an insurable interest in the lives of their employees and agents. Provisions also were incorporated to give trustees of an employee's pension plan an insurable interest in the lives of persons covered by the pension plan.

The committee also reported favorably on proposals to enable life companies to increase their investments in lease-back real estate holdings from 4% to 6% of assets.



JOHN J. MAHONEY

In his second year as a Franklinit, in the thriving little city of Monterey, California, (Population 10,084) John J. Mahoney earned twice as much as in any one of the thirty-three years of his previous connection.

He says "Company co-operation plus unmatched Franklin exclusives made it possible. Makes me feel good when I look at the figures."

Here is a record of his earnings:  
Cash Income  
1949 . . . . \$ 5,347.21  
1950 . . . . 11,772.66

We are very proud of John Mahoney's accomplishments.

GENERAL AGENCY  
OPPORTUNITY IN  
COLUMBUS, OHIO

## Double My Highest Previous Income...

January 13, 1951

Chas. E. Becker, President  
Franklin Life Insurance Company  
Springfield, Illinois

Dear President Becker:

In the two short years that I have been associated with the friendly Franklin, I have known more happiness and peace of mind than ever before. The reason? Financial worries are practically nil!

As you perhaps remember, I was connected with one of the "Big Three" insurance firms for THIRTY-THREE YEARS . . . my income from the Franklin Life in this, my SECOND year, has doubled the highest annual income of my previous connection! Is it any wonder that I'm a happy man?

I take no credit for this amazing "raise in salary." Company co-operation plus the unmatched Franklin exclusives have made it possible. My only regret is that I didn't see the light sooner. I certainly intend to make up for lost time within the next few years.

With kindest personal regards,

JJM/ps

John J. Mahoney (signed)

An agent cannot long travel at a faster gait than the company he represents.



The Friendly  
**FRANKLIN LIFE INSURANCE COMPANY**

CHAS. E. BECKER, PRESIDENT SPRINGFIELD, ILLINOIS  
DISTINGUISHED SERVICE SINCE 1884

One of the 15 Oldest Stock Legal Reserve Life Companies in America

Nearly One Billion Insurance in Force.

## Life Men Clash at Fla. Group Law Hearing

TAMPA — At the public hearing of the continuing joint insurance committee of the legislature a controversy cropped up over broadening the laws on group insurance. Thomas R. Nagle, Minnesota Mutual, St. Petersburg, touched off the argument between representatives of the companies and individual agencies by saying that all 35 states having insurance codes allow group insurance for associations without requiring an employer-employee relationship. Horace S. Smith, Jr., Fidelity Mutual, president of the Tampa Assn. of Life Underwriters, urged that group insurance be limited to groups where there

is a definite employer-employee relationship.

## Mrs. Selman Woman Leader

Mrs. Chrystal Selman of Penn Mutual's James M. Thurman agency, Atlanta, was the company's leading woman producer for 1950. She wrote \$301,460 of life insurance on 27½ lives. Most of the business was written on men, ordinary life plan, and the sales in most cases resulted from a programming or tax approach.

She graduated from LaGrange College, she taught for 10 years and worked with the navy during the war. She entered insurance in 1948 as secretary to J. William Starr, the top producer in the Atlanta agency, assisting in training and

supervisory work. In 1949 she added part-time selling to her office activities, and became a full-time producer a year ago.

## Best, Wiedemann Franklin Regional Sales Directors

Franklin Life has opened operations in Rhode Island and has named Roland C. Best regional sales director for the



R. C. Best Fred Wiedemann

state with headquarters at Providence. The company also has appointed Fred Wiedemann regional sales director at Dallas.

Mr. Best, who is president of Rhode Island Life Underwriters Assn., entered the business in 1943 with Fidelity Mutual. In 1945 he was named general agent for Berkshire Life.

Mr. Wiedemann has been general agent in northeast Texas for Minnesota Mutual Life. After navy service, he entered life insurance with Minnesota Mutual in 1947. He is a graduate of Southern Methodist University course.

## L.O.M.A. Men Hear Bender

Improvement of human relations is one of the major problems before management today, Dr. James F. Bender, director of National Institute for Human Relations, told the Society of L.O.M.A. Graduates at its February meeting in New York.

Emotional control and content in private life are essential elements in executive ability, Dr. Bender said. He cited some of the qualities which mark the executive who succeeds in getting things done efficiently, at the same time maintaining and advancing morale.

## La. Tax Receipts Up

Insurance license taxes and fees collected by Louisiana secretary of state and insurance commissioner in 1951 totaled \$3,525,142 which compares with \$3,090,761 the previous year. Of this the life category accounted for \$1,341,884 in 1950, fire \$1,115,808, casualty and miscellaneous \$716,683, fire marshal \$124,646, agents' licenses \$70,327, retaliatory \$68,423 and other sources, lesser amounts.

Northwestern National Life has appointed Robert V. Van Fossan supervisor at Chicago, where he will work under the direction of Viggo E. Jensen, Chicago regional manager. He has been with the company's Preston agency at Great Falls, Mont.

William B. Cary, secretary of the board of trustees of Northwestern Mutual Life, discussed "Inflation" at a luncheon meeting of the Milwaukee chapter of American Interprofessional Institute.

A bill that would remove for a period beyond five years the limitation that presently prevents life companies from acting as redevelopment corporations has been presented in the Missouri legislature.

Dr. Arthur Becker, chairman of the economics department of the University of Wisconsin, told Milwaukee C.L.U. that new legislation is needed permitting the federal reserve board to set higher reserve requirements for the banking

system if inflation is to be curbed. He urged cessation of deficit financing by the federal government.

## Okla. Investment Bill Advances

The bill permitting insurance companies to invest in city real estate to be used for commercial and industrial purposes has been advanced to final passage in the Oklahoma legislature. The measure provides a minimum of \$100,000 on the investment, and would permit companies to erect or purchase buildings to be used for industrial purposes. Investing in farm land in Oklahoma is prohibited.

American Pension Conference heard James M. Gillen, director of personnel research, General Motors Corp., at the Feb. 28 dinner in New York. He discussed the company's pension plan and the installation and administration of negotiated plans.

Rebecca J. Reynolds of Los Angeles was 79 in 1931 when she bought a single premium annuity with Continental Assurance for \$8,000. Official notice of her death has just reached the company a few months short of her 100th birthday and in the intervening period she has received almost \$25,000.

# THE MANUFACTURERS LIFE

## OFFERS

Participating and Non-Participating Plans  
Standard and Sub-Standard Insurance

- ★ Low Rate Whole Life Plans
- ★ Double Family Income & to Age 65
- ★ Insurance on Selected Diabetics
- ★ Low Term Rates — Renewable & Convertible
- ★ Older Ages — Select Lives to 75
- ★ Single Premiums up to \$200,000
- ★ Foreign Travel and Residence
- ★ Special Juvenile & Mortgage Plans

# THE MANUFACTURERS LIFE COMPANY

HEAD OFFICE • TORONTO, CANADA

Insurance in Force 1,309 Million Dollars

(Including Deferred Annuities)  
ASSETS 413 MILLION DOLLARS



**flexible...** Pacific Mutual's complete personal protection plans ARE flexible—more flexible; to sell in the first place, and to re-sell if the policy owner's needs change. One reason—they include ACCIDENT & SICKNESS DISABILITY INCOME.

**Pacific Mutual**

LIFE INSURANCE COMPANY  
HOME OFFICE—LOS ANGELES, CALIF.  
Doing business only through General Agencies  
located in 40 states and the District of Columbia



The South's Oldest Life Insurance Company offers up-to-the-minute facilities and stability second to none in writing and servicing

**Life Insurance**  
with waiver-of-premium disability and double indemnity

## Annuities

all forms of  
**Group Insurance**  
including Life, Accident, Health and Hospitalization

**Group Pension Plans**  
on as few as ten lives.

**LIFE Insurance Company of VIRGINIA**

Established 1871  
Richmond, Va.

Robert E. Hendley, President

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## Companies' Figures on 1950 Business Show Good Results

### COLUMBIAN NATIONAL

New paid ordinary business for Columbian National in 1950 was 12% greater than the total in 1949. New business amounted to \$51,863,000 in 1950 and insurance in force at the end of the year was \$377,188,000. Group premiums increased 42% and A. & H. premiums increased 9% during the year. The net yield on investments was 3.15%, a slight increase over 1949.

### GUARDIAN LIFE

New life insurance sold by Guardian Life agents during 1950 amounted to \$106,548,000, a 34.2% increase over the total in 1949. Insurance in force increased 8% to \$898,831,000. The increase in assets was 6.6% to \$298,399,000. There was \$18,438,000 paid to policyholders and beneficiaries, an increase of 15.5% over the amount paid in 1949. Income from investments increased 8.9% to \$9,797,000.

### METROPOLITAN LIFE

Metropolitan issued \$3,573,000,000 in life insurance during 1950 of which \$1,798,000,000 was ordinary; \$719,000,000 million industrial and \$1,056,000,000 group. Life insurance in force was \$45,425,000,000, an increase of \$3,725,000,000 during the year. Of the total in force, \$21,930,000,000 was ordinary, \$10,464,000,000 industrial, and \$13,031,000,000 group. There were 3,124,000 individual policies or group certificates providing A. & H. and 2,398,000 policies or certificates providing hospital or surgical benefits. The net interest yield on investments averaged 3.07% in 1950, the same as in 1949. There was \$172,477,246 set aside for dividend payments. Funds held for the benefit of policyholders amounted to \$10,338,000,000. Payments to living policyholders or beneficiaries exceeded \$837,000,000. The statutory reserve was \$8,784,000.

### MIDLAND MUTUAL

Midland Mutual Life's paid-for total in 1950 was \$21,997,871, an increase of 14.5% over 1949. Insurance in force totaled \$213,649,629, an increase of 5.6%. Income from all sources exceeded \$9,500,000. Assets increased 6% to a total of \$67,644,652. Payments to policyowners, beneficiaries and annuitants in 1950 amounted to approximately \$3,300,000.

### UNITED BENEFIT LIFE

United Benefit Life in 1950 reached a record insurance in force mark of \$813,367,610. New business also hit a new high, totaling \$139,458,844. Policy reserves, capital and surplus to policyowners totaled \$130,346,563, a gain of more than 16%.

### WESTERN & SOUTHERN

Insurance in force increased \$129,846,636 in Western & Southern during 1950 to total \$2,185,060,162. Assets reached \$423,007,869. The company had more than four million policies in force. Western & Southern paid \$22,315,486 to policyholders. The increase in assets was \$37,300,781.

### WESTERN LIFE, MONTANA

Western Life of Helena assets increased to \$43,075,214 as compared to \$38,851,576 in 1949. Insurance in force increased from \$176,029,850 in 1949 to \$195,216,338 in 1950. Capital and surplus rose from \$3,500,290 in 1949 to \$4,058,441 in 1950. Surplus to policyholders was \$4,058,440.

Missouri Ins. Co. of St. Louis as of Dec. 31 had \$101,700,000 insurance in force, including \$57 million industrial and \$44,700,000 ordinary. Assets totaled \$8,700,000.

## Mass. Mutual Agents Find Direct Mailing Big Help

With a 1950 composite policy average of \$11,215, the 10 Massachusetts Mutual Life leaders in use of the company's direct mail advertising sold over \$3 million of ordinary to persons cultivated with the help of this form of advertising. This was 46% of their total sales for the year. These agents averaged one sale for every three persons receiving the advertising.

All ordinary sales to direct mail cul-

tivated prospects amounted to \$15,629,207 for the year, and such sales have aggregated \$246,662,163 since Massachusetts Mutual introduced its direct mail plan in 1933.

## Mathematics Book Published

"Life Insurance Mathematics," a 184-page book, has been brought out by John Wiley & Sons, Inc., of New York city, to serve as an introduction to the work of the actuary. The authors are Robert E. Larson, fellow of the Society of Actuaries and Erwin A. Gaumitz,

president of the American Assn. of University Teachers of Insurance. Both are on the University of Wisconsin faculty.

## Leslie Confirmed in Pa.

HARRISBURG—Artemas C. Leslie has been confirmed by the state senate for a full four-year term as insurance commissioner.

The confirmation had been delayed because some minority Democrats objected to his being retained in the post, but that opposition was ironed out and the vote was 49 to 0.



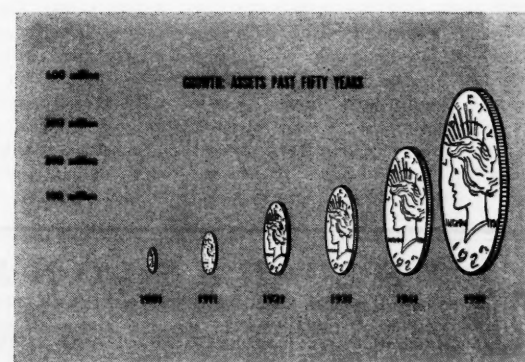
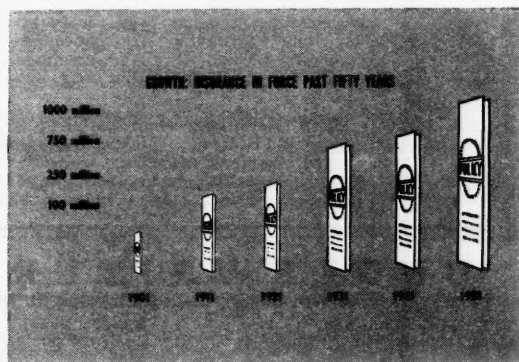
## A Century of Pioneering

At the close of its first 100 years of life insurance service to the families of America, Phoenix Mutual salutes the men and women whose pioneering efforts have enabled the company to attain its present stature and strength. Since 1851, Phoenix Mutual has continually improved its methods and extended its benefits to the point where it now has more than a billion dollars of life insurance in force.

Through the years, Phoenix Mutual has taken many progressive steps. Among them was the policy of operating only through full time agents in order to give the public the services of pro-

fessional life insurance underwriters. This was followed by training procedures in line with their professional status. The company was a pioneer in life insurance advertising which featured retirement income insurance. It was one of the first to issue a substantial part of its insurance without the necessity of a medical examination. From time to time the most modern and efficient accounting procedures have been adopted which have resulted in substantial savings in costs.

These and other progressive steps have made Phoenix Mutual a quality company. We begin the second century of service with full confidence in the future.



# PHOENIX MUTUAL



LIFE INSURANCE COMPANY  
of Hartford, Connecticut

## EDITORIAL COMMENT

### Delay Will Mean a Better Section 213

Although the spurt of inflation since last summer has added urgency to the requests of companies and agents for a revision of the antiquated expense limitations of section 213 of the New York law, some benefit may be salvaged from the discouraging delay if all parties use the additional time to study and discuss the statesmanlike proposals developed so ably by the joint committee of the American Life Convention and Life Insurance Assn. of America headed by James A. McLain, president of Guardian Life, and amended by National Assn. of Life Underwriters.

Undoubtedly some improvements will be suggested during the year. Without pretending to an actuarial comprehension of the draft bill introduced for publication purposes by N.A.L.U. in the New York legislature, it seems safe to suggest that it would be startling to all if the committee version is endorsed unanimously without partial or total dissents. The committee itself probably expected some changes or at least some questions to come up as the result of its work. A group as close as the committee was to the myriad industry views on all phases of the complex law could not have remained unimpressed by the magnitude of the problems presented by the revision. With the committee bill off the actuarial, legal and agency drafting boards and published for all to examine, the time has come for every group to have its say.

Presumably, since no two companies have the same problem, there will be a divergence of views on the company side. But having waited this long to change the law, with similar delays of several years likely in the event of future changes, the 1952 revision should strive for maximum efficiency. While the common good of the public, companies and agents is a primary consideration, every effort ought to be made to avoid unfair discrimination against any group affected by the law. The extra time can be used profitably.

Companies are expected to react to the agent-sponsored amendments to their bill but it is impossible to predict at this point what the varied reactions will be. A thorough airing of a controversy, if one develops, will help to avert hard feeling before or after the revision. Agents have shown signs of being discontented in the past few years and a revision of section 213 may help remove the source of much of their irritation. Even as the company proposals

were before the N.A.L.U. amendment, they included allowances for increased compensation for agents, so there is no dispute that some increase should be forthcoming.

The insurance department has been doing its utmost to analyze the new proposal. It should be encouraged to continue its efforts without letup. The bill should be ready for a hearing at an early date, in the spring if possible, but if not, then early in the fall. Meanwhile, companies and agents should formulate their reactions and attempt to minimize their differences so that a united front may be presented at the hearing. The issues should be narrowed as much as possible so that when the differences are resolved there is a minimum of hard feeling. Minor differences between companies and agents should not stand in the way of a revision. No risk should be taken of a further postponement in the enactment of a new expense limitations law.

The increased cost of life insurance to the public that will result from the revision, though indeterminate, was not forgotten by the draftsmen of the bill. Increased cost is the criterion against which all suggestions for a revision were checked. Some adjustments to remove the inequities caused by inflation in the last 10 years are necessary. Even if the increase is not very far upward, companies at least must be allowed to get out of the strait-jacket that now binds them in all or many places, else they cannot grow and progress. Moreover, if new limits are adopted, there is no indication that companies will suddenly change their intense interest in keeping costs down. Companies do not and have not run their expenses up to the limits allowed unless they have been forced to do so.

The new bill, on which all parties have reserved the right to change views during the months ahead, if that seems indicated by further study, seems to correct many of the complaints that have hampered agents and companies over the years. Progress toward simplification has been made. The general agent, a fast disappearing animal, may return in strength. Small companies may grow, with less frustrating restraints. This in itself will help spread an increased cost of insurance over a greater amount of insurance in force. The added training allowance will permit companies to bring into the business a regularly improving crop of re-

cruits over the coming years.

In addition to company principles and department supervision, the factor of competition, as American an institution

as life insurance, is still here to see that the public will get its life insurance at the lowest possible cost consistent with safety.

### Not Hide and Seek Game

Some people believe that they have failed in life and that this has been due to ill luck or misfortune. They feel that success has vanished and they are the victims of an ill fate. Yet success is not

given to hiding its face from those who pursue it. It can usually be discovered and encountered by pushing ahead and making more arduous efforts toward real accomplishment.

## PERSONAL SIDE OF THE BUSINESS

**C. B. Calahan**, vice-president in charge of investments of Western Reserve Life, Austin, Tex., has been elected president of the Austin chapter of Society of Residential Appraisers.

**John K. Luther**, field supervisor for Aetna Life, has been elected to the Hartford board of education.

**G. Archie Helland**, San Antonio general agent of Connecticut Mutual, has been elected chairman of the Salvation Army's advisory board there.

**Paul Mountcastle**, president of Life & Casualty, is recuperating from a minor operation at St. Mary's hospital, Knoxville, Tenn., but expects to return to his office at Nashville soon.

**J. F. Ramsey**, general agent for Connecticut Mutual at Chicago, is vacationing in Arizona.

**Edwin E. Sterns**, assistant manager of Travelers publicity department, recently celebrated his 25th anniversary with the company.

**H. H. Pugh**, superintendent of Gulf Life at Crestview, Fla., was severely injured in an auto accident. He is in the Walton county hospital in De Funiak Springs. He suffered several broken ribs, a collapsed lung, a cut lip, and a broken arm bone.

**Leo Eisen**, manager of Equitable Society in New York City, has been named a trustee of the Centennial Fund of City College of New York.

**D. W. Flickinger**, general agent of John Hancock, has been elected president of the Indianapolis Better Business Bureau. Vice-president is **A. J. Wohlgenuth**, president of the Rough Notes Co.

**H. W. Brower**, president of Occidental Life, has been named to the executive committee and **V. H. Jenkins**, vice-chairman of the board, has been named to the finance committee.

**Lewis W. Douglas** is returning to active duty as chairman of Mutual Life, policyholders were informed in the annual report. He resigned as ambassador to Great Britain last December. For the past year he has been recuperating from an eye injury. He appeared at ceremonies celebrating the opening of two of the company's four new Texas agencies.

**E. S. Ashbrook**, chairman of North American Life of Chicago, has been elected president of Chicago Cubs Baseball for Boys, Inc., a non-profit organization to promote the welfare of Chi-

cago's youth. Almost \$20,000, proceeds of a 1949 game between the Cubs and White Sox, is available. Mr. Ashbrook is an ardent baseball fan and has long been interested in young people's welfare.

**William L. Wadsworth**, general agent at Buffalo, is marking his 35th year of service with New England Mutual this month.

**Walter R. Clark**, manager of the Los Angeles district mortgage loan office of Pacific Mutual Life, has been elected secretary of Southern California Mortgage Bankers Assn.

### Stalson Named to Columbia University Insurance Staff

Dr. J. Owen Stalson has been appointed an associate in insurance of the graduate school of business at Columbia University. Dr. Stalson will conduct a course during the 1951-52 winter session in life insurance management problems for graduate students and company executives. Enrollment will be limited to 20 students selected on the basis of education, experience, and ability. The course will concentrate on the over-all aspects of company management rather than on specialized portions of company operations.

Dr. Stalson, a graduate of the University of Minnesota, started in life insurance in 1928 as an agent of Penn Mutual at Chicago, later becoming supervisor, assistant manager, and general agent there for Home Life of New York. In 1933 he entered Harvard graduate school of business administration where he earned the degrees of master of business administration and doctor of commercial science.

For a number of years Dr. Stalson served on the research staff of the Harvard business school. One of the products of his work there was the well-known book, "Marketing Life Insurance."

### Seeks to Boost Surplus

Beneficial Fire & Casualty of Los Angeles is seeking authority to issue to Beneficial Standard Life a contribution certificate for \$200,000. Beneficial Standard Life is the sole stockholder of Beneficial F. & C. The amount of the certificate, if granted, will be added to the surplus of that company, to permit it to write additional lines and enter new territory.

## THE NATIONAL UNDERWRITER

Published by THE NATIONAL UNDERWRITER CO., PUBLICATION OFFICE, 175 W. Jackson Blvd., Chicago 4, Ill. SUBSCRIPTION EDITORIAL DEPARTMENT: Managing Editor: Robert B. Mitchell. News Editor: F. A. Post. Associate Editor: Levering Cartwright. Assistant Editors: Richard J. Thain, John C. Burridge. OFFICERS: Howard J. Burridge, President. Louis H. Martin, Vice-President and Secretary. John Z. Herschede, Treasurer. 420 E. Fourth St., Cincinnati 2, Ohio.

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**NEW YORK 7, N. Y.**—99 John St. Room 1103, Tel. Beekman 3-3958. Editorial Dept.—Eastern Editor: A. A. Hoehling; Assistant Editor: Donald J. Reap.

**LIFE INSURANCE EDITION**  
PUBLISHED EVERY FRIDAY  
DEPT., 420 E. Fourth St., Cincinnati 2 Ohio

Burridge, President. Louis H. Martin, Vice-John Z. Herschede, Treasurer. 420 E. Fourth

**Business Dept.**—Ralph E. Richman, Vice-Pres.; J. T. Curtin, Resident Manager.  
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## DEATHS

**GARFIELD ROGERS**, 66, president of Central Life of Tampa, died. Besides heading Central Life he was in the real estate business in Tampa and Daytona Beach.

**RUSSELL W. LAYLAND**, 50, head of the group division of Aetna Life at Detroit, died suddenly of a heart attack. After graduation from Colgate, where he was an outstanding athlete, he joined the Aetna Life's group division in 1924, and in 1925 was assigned to Detroit. Subsequently he served at Newark and Pittsburgh, returning to Detroit in 1927. He was named manager of the group department there in 1933, and at the time of his death held the position of manager-Detroit agencies.

**HARRY H. WARTHEN**, 63, auditor of Provident Mutual Life, died suddenly at his home. He had joined Provident in 1914 and became auditor in 1926. A veteran of the first world war, he had served as president of the Philadelphia chapter of Institute of Internal Auditors, as well as a director of the national organization.

**JOHN F. VAN SLOOTEN**, 78, died at his home in Los Angeles. Mr. Van Slooten was at one time general agent at Los Angeles for Penn Mutual.

**MRS. RAY WILNER SUNDELSON**, 76, general agent at New York City for Equitable Society, died. She had been general agent of Equitable for 56 years and was said to have been the first woman agent in the United States and the first woman general agent. Her initial office, opened in 1894, consisted of one small room where she filled the diverse positions of agent, cashier, file clerk and manager. At the time of her death, she headed the agency at 1440 Broadway. Nearly \$250 million of life insurance covering 34,000 families most of them in the middle income group, has been issued under her direction. Her daughter, Vera Sundelson, associate general agent, will carry on the agency.

## OBSERVATIONS

### Many Angles to War Clauses

There are many more problems involved in adopting a war clause than their inclusion in new business at certain ages.

In an explanatory bulletin to its agents Equitable Society points out that a war clause will not be included in a new policy which results from the conversion of term, whether it is a retroactive or an attained age conversion.

A war clause will be inserted in policies resulting from a conversion of expired group where such a clause would be in a policy issued as new business.

If a war clause would be necessary for a policy issued as new business in a change from a higher to a lower pre-

## Figures from Companies' Year-End Statements Shown

	Total Assets	Increase in Assets	Surplus to Policyholders	New Bus. 1930	Ins. in Force Dec. 31, 1930	Increase in Ins. in Force	Prem. Income 1930	Benefits Paid 1930	Total Disburs. 1930
All States Life	11,641,199	349,038	1,200,000	21,672,597	78,476,054	11,613,285	2,843,773	943,557	2,793,381
American Home, Kan.	5,233,948	523,967	448,654	3,414,229	27,574,477	1,571,693	688,299	208,432	500,978
Baltimore Life	39,677,809	2,770,688	3,081,642	40,228,953	214,824,577	14,030,287	6,860,928	2,647,489	5,873,696
Bankers H. & L.	9,338,505	833,687	2,506,542	26,814,719	66,024,290	2,930,016	3,030,731	924,635	2,994,002
Berkshire Life	124,785,176	7,341,183	5,323,340	37,256,552	376,217,665	18,079,362	11,565,465	6,801,098	12,391,426
Business Men's Assurance	89,700,150	8,622,061	7,051,030	118,944,894	471,443,758	58,706,133	24,645,907	11,895,229	22,470,067
Capitol Life	25,504,222	1,519,064	1,686,064	17,447,091	126,594,508	9,965,799	3,177,872	1,851,986	2,919,793
Columbian Mutual	5,191,651	284,201	219,673	3,275,059	27,846,235	2,477,873	832,582	406,072	788,261
Franklin Life	167,585,677	22,283,279	10,000,000	245,968,680	930,032,705	153,722,900	35,414,055	8,935,309	22,895,622
Guarantee Mutual	66,440,343	5,093,202	5,557,645	30,511,169	284,083,120	13,031,412	8,409,860	3,232,833	6,665,192
Home Security	18,431,971	2,101,873	1,530,262	36,560,774	131,298,272	7,875,906	4,514,431	923,372	3,643,931
Homesteaders Life	6,721,338	522,269	466,011	7,578,594	38,304,619	862,260	1,649,391	746,470	1,943,909
Illinois Bankers	32,321,126	887,225	2,013,152	14,114,381	129,567,837	3,132,518	4,310,292	2,775,327	4,824,668
Imperial Life, Canada	168,134,595	5,904,921	9,137,489	77,935,280	570,434,762	32,440,672	17,588,035	10,291,823	18,688,467
Iowa Life	7,543,673	1,943,234	1,080,238	19,838,216	118,172,210	14,263,324	2,430,112	351,664	1,035,072
John Hancock	2,959,942,582	263,436,616	211,667,760	1,620,726,425	11,411,518,007	974,778,322	424,560,132	211,051,275	327,296,130
Kansas Farm Life	812,842	306,750	241,084	4,831,850	23,809,742	3,678,242	508,543	55,413	308,012
Lamar Life	41,109,430	3,126,453	3,706,091	17,203,329	143,043,368	7,860,605	4,053,400	1,649,329	3,810,359
Lincoln National	470,317,417	45,839,172	48,101,096	37,850,632	3,839,744,957	351,845,944	77,352,818	35,836,025	62,908,912
Lincoln Mutual	5,378,483	18,451	1,673,010	4,851,354	17,663,865	1,516,534	495,257	481,737	765,069
Michigan Life	9,837,559	517,546	2,232,600	11,217,223	54,849,208	8,195,554	3,299,476	2,454,895	3,251,206
Midland Mutual	67,534,676	3,836,881	4,915,275	22,766,365	213,649,629	11,421,611	6,063,222	3,306,596	5,282,148
Mutual Savings Life, Mo.	19,632,324	—140,858	1,156,474	1,355,929	42,371,190	—1,227,940	633,876	1,298,205	1,666,643
National Guardian	28,680,896	2,388,388	1,800,998	15,595,443	120,994,169	8,754,178	3,307,476	1,234,868	2,643,385
National L. & A.	347,866,193	36,732,486	8,667,602	600,881,199	2,568,943,289	253,197,125	76,687,269	20,710,965	58,878,528
National Mutual Benefit	11,747,615	806,903	1,273,477	6,860,000	65,722,580	3,334,896	1,272,845	607,639	1,037,046
National Old Line	4,852,532	860,821	434,862	14,899,100	47,597,806	9,377,566	1,459,647	78,435	885,139
National Reserve	13,923,366	1,933,366	1,631,899	11,970,340	58,295,127	6,273,175	2,540,017	436,952	1,743,653
New World Life	24,488,371	1,692,661	1,812,721	16,847,468	108,735,949	8,337,673	2,831,884	1,139,948	2,554,896
North Amer. Life, Canada	144,030,695	11,759,505	3,869,321	88,350,772	621,988,890	67,652,263	16,610,609	7,382,385	13,754,211
Northwestern Mutual	2,593,797,398	151,143,044	167,452,427	482,977,259	6,304,540,786	302,997,228	228,201,189	142,148,978	218,356,519
Progressive Life	2,796,916	360,697	300,000	7,192,535	38,848,987	3,198,594	1,129,387	350,811	898,536
Public Savings Life	935,538	160,684	164,639	17,978,895	18,225,233	1,879,499	1,212,484	392,034	1,129,361
Puritan Life	3,016,261	60,344	171,226	1,068,738	12,515,604	316,264	247,843	168,199	335,856
Reliance Life	300,417,752	20,785,312	15,279,215	101,878,093	977,192,648	47,053,605	31,972,346	16,176,969	27,928,499
Reserve Life, Tex.	13,719,016	2,911,639	2,486,595	26,138,384	40,574,731	16,684,625	22,738,345	10,600,475	20,781,423
Security Benefit Life	31,015,014	2,660,638	1,812,721	16,847,468	108,735,949	8,337,673	2,831,884	1,139,948	2,554,896
Southern Life, Ga.	2,832,923	267,453	1,011,409	20,950,317	33,964,552	7,098,840	937,084	260,133	787,709
Southern Life, N. C.	7,823,225	1,172,357	2,064,939	42,085,256	77,197,067	7,155,100	3,447,120	650,054	2,464,357
Standard, Ore.	43,403,672	2,893,616	3,134,256	19,246,979	147,325,558	10,283,899	4,313,175	2,175,766	4,061,624
State Farm Life	43,632,470	7,469,454	7,017,397	101,088,069	399,500,586	66,766,423	10,582,304	2,239,721	6,134,423
State Mutual, Mass.	384,672,893	26,823,407	21,668,623	193,110,454	1,280,983,050	139,640,618	38,099,837	20,377,103	36,288,013
Sun Life, Canada	1,597,326,972	69,811,189	105,352,376	518,452,355	4,461,915,659	274,722,107	154,725,362	121,006,170	189,591,935
Texas State Life	3,371,419	207,940	233,996	3,331,364	13,784,255	1,248,362	614,841	269,259	567,883
Union Mutual	57,154,539	4,200,996	4,013,835	66,076,670	249,426,612	25,400,337	11,719,494	4,642,404	11,025,969
Western Life, Mont.	43,075,534	4,223,638	4,058,441	32,922,052	195,216,338	19,186,488	6,317,296	1,969,792	4,946,499
Western & Southern	423,007,569	37,300,782	30,444,424	249,323,861	2,185,060,162	129,846,636	64,999,034	22,815,487	43,047,363
Western Reserve	7,648,534	704,723	313,248	8,666,172	48,271,135	4,450,555	1,362,365	492,072	1,207,776
Wisconsin National	21,100,927	1,513,667	2,090,555	10,649,950	87,377,089	4,607,141	3,013,889	1,338,833	2,656,291
<b>FRATERNALS</b>									
Catholic Family Life	3,018,712	287,099	200,003	3,216,650	25,371,081	2,228,023	496,432	198,964	449,619
Fidelity Life	16,639,282	559,626	928,974	5,326,520	62,343,127	1,139,549	1,580,315	1,018,423	1,653,315
Macabees	86,288,865	4,076,894	863,225	42,059,273	312,570,336	9,333,557	9,234,714	863,225	12,265,963
Royal Neighbors	133,355,287	4,215,120	—	23,948,861	395,675,240	3,035,208	8,601,217	4,629,731	8,890,116
Woman's Benefit Assn., Mich.	60,685,197	2,887,562	4,001,883	4,954,996	120,939,294	—120,861	3,266,127	2,758,561	4,222,873
W'm'n of the W'ld, Denver	20,459,218	—77,601	782,882	4,575,774	47,352,363	—1,233,000	1,354,008	1,672,939	2,240,719

mium form with an increase in face amount it will not be issued without one.

Where there is a change from a higher to a lower premium form involving no increase in face amount the underwriting department determines the hazard in each case. If there is an appreciable risk of war service and the amount involved permits, an offer may be made to split the original policy into two policies. A war clause would be inserted in one policy. The amount of each policy would depend on the circumstances in the individual case.

### Direct Placement Competitors

Life companies are now sharing private placement issues with ever growing employee pension funds, bearing out their mention by companies at the recent hearings in New York state as a source of competition for investment outlets. The Southern Utah Power Co. recently sold \$1,200,000 of first mortgage 3½% 30 year bonds and \$500,000 of 4% 20 year debentures. New York Life took \$1 million of the bonds and \$250,000 of the debentures and the balance was taken by Bankers Life of Nebraska and Armour & Co. employees pension fund.

### Q.M.D.R.T. Members in Demand

One of the values of membership in state quarter million dollar round tables is that it serves as immediate verification of a man's production status. In at least three of the classified advertisements in THE NATIONAL UNDERWRITER, for example, in which life insurance companies or agencies have sought men for supervisory positions, the prospective employer has specified preference for men who are members of quarter million dollar round tables.

### Behind the Triumphant Grins

Those stories that occasionally find so much popularity in the daily press when a policyholder lives to age 96, the last stop on the mortality table, don't necessarily give all the facts.

Usually the policyholder is pictured grinning at the thought that he has outsmarted the company. Actually on a life insurance policy the company hasn't

"lost" anything and would not be the least chagrined if everyone lived to that age or longer. With annuity type contracts, though, they'd like to bring their rates into line if that happened.

The big grin of one policyholder who recently was presented the cash value of his policy at age 96 (incidentally it was not the full \$1,000 since he had borrowed on the policy several times) was changed in a matter of hours. The policyholder himself could not recall what he anticipated would be done with the proceeds when he bought the policy. But he was probably as surprised as anyone could be when his daughter, age 63, in whose home he was living, had him sign the company check and bought herself a new coat.

### Shows Holdings of Gov't Bonds

WASHINGTON — A report prepared by its staff for the joint committee on economic report on credit control, debt management, and economic mobilization, contains a table showing that insurance companies' ownership of interest-bearing U. S. government securities on June 30, 1930, totaled \$20.1 billion, compared to \$25 billion on the same date in 1947 and \$22.7 billion in 1945.

These figures represented 9.8% in 1945, 11.2% in 1947, and 9.2% in 1930 of the totals of such securities held by the public, on the respective dates. Banks held 36.8% of that total and individuals 32.1% last year.

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## LIFE AGENCY CHANGES

### Cottier Fort Worth Manager of National Bankers Life

National Bankers Life has appointed Roy J. Cottier manager of a new office at 211 Majestic building, Fort Worth. The office will handle a special life insurance investment contract which insures against death and total disability. Mr. Cottier has been president of Val-Roy Corp. of California and before that was field representative for Goodyear Rubber Co. He has spent 12 years in the insurance investment business in California.

Phoenix Mutual Life has appointed Charles E. Goodfellow supervisor at Atlanta. Mr. Goodfellow joined the Philadelphia agency of Phoenix Mutual in 1945 and went to the home office for

supervisory training in 1948. Appointed a supervisor that year, Mr. Goodfellow served at Boston, Providence, St. Louis, Washington, D. C., and Pittsburgh.

### Ramsey Ups Van der Voort

Warren G. Van der Voort has been promoted to assistant general agent in the Ramsey agency of Connecticut Mutual in Chicago. Mr. Van der Voort has been supervisor in the agency for two years and was formerly in the air force. He is an L.U.T.C. instructor in Chicago.

### Doyle Heads K. C. Agency

North American Life of Chicago has appointed J. F. Doyle manager at Kansas City. Mr. Doyle has been vice-president and director of agencies of Postal Life & Casualty. The new agency

is located in the Rialto building. Frank Hiller, a pitcher for the Chicago Cubs, is in the office.

### McFarland to Louisville

Frank J. McFarland has been appointed regional group manager of Lincoln National at Louisville, located with the D. W. Hallenberg agency there. His territory will include Kentucky, southern Ohio and southern Indiana.

He joined Lincoln National last April and has had a comprehensive home office training program. He is a graduate of St. Louis University.



F. J. McFarland

John L. Pinkerton, district manager at Yakima and the company's largest producer, was presented a plaque by Vice-president E. J. O'Shea as winner of the man-of-the-year contest.

J. K. Corkery, manager at Spokane, was presented the master agency builder's certificate by President John J. Cadigan for the year's best agency building program. Everett J. Cowden, formerly with American National at Des Moines, was introduced as the new educational director.

There were tours to historic points.

### Hold Home Office School

B. A. Laudermilk, superintendent of agencies, conducted a three-day school for agents of American Hospital & Life at the home office. Agents from Houston, Shreveport, Memphis, Fort Worth, Dallas, Waco, Tulsa and Austin attended.

## WHEN IT'S BUSINESS INSURANCE

ONLY MUTUAL TRUST OFFERS ALL

4



MUTUAL TRUST

LIFE INSURANCE CO.  
HOME OFFICE - CHICAGO

Nothing Better in Life Insurance

- 1 Steps to Business Security, a factual manual.
- 2 Flexible policies that are tailored to every business need.
- 3 The facilities of a special Home Office Division of Business Insurance - equipped to solve every business insurance problem.
- 4 Business insurance policies that are recorded . . . to assure proper servicing.

Agency Inquiries Should Be Addressed To The Agency Secy.

### Travelers Appoints Three

Travelers has appointed John J. Quinn, formerly group supervisor at the John street New York City office, district group supervisor at Reading, Pa.

John J. Madden has been appointed field supervisor at the John street office, and Charles R. Mould has been named to a similar post at Jacksonville.

### Advance Ross at Cleveland

Herbert H. Ross has been named district manager of the Cleveland central office of John Hancock. He has been assistant district manager there.

George P. Bobbitt, Hutchinson, Kan., has been promoted by Prudential to staff manager at Eldorado.

Otis F. Shadel, district manager for Prudential at Belleville, Ill., has been appointed head of Chicago district 10. He is being replaced by Lavern L. Wilkinson. Mr. Shadel joined Prudential in 1935 and Mr. Wilkinson in 1938. The latter has been active in field training work.

## SALES MEETS

### Victory Life's Agents Meet at Gulf Resort

About 125 agents, wives, and home office people attended Victory Life's All-Star Club convention at Edgewater Park, Miss. Speakers at the business sessions included W. J. Bryden, Jr., president of Victory Life; E. E. Shurtleff, executive vice-president; Paul Speicher, Insurance R. & R.; Clayton Rand, publisher, Gulfport, Miss., and Douglas MacDonald, associate director of the Southern Methodist course.

### Wisconsin National Star Leaders Met at French Lick

Speakers at the Wisconsin National Star Leaders Conference at French Lick included R. P. Boardman, president of the company; E. J. Moorhead, executive vice-president of United States Life; R. N. Kanarish, New York Life, Chicago; S. G. Beazley, superintendent of A. & H. sales; R. W. Osler, Rough Notes Co. W. J. W. Merritt, Wisconsin National agency director, A. L. Senderhauf and E. H. Metz, assistant agency directors arranged the program.

### 100 at New World's Riverside, Cal., Rally

About 100 agents, their wives and home office officials of New World Life of Seattle attended a three-day convention at Riverside, Cal. Frank W. Bland, Pacific Coast manager for the National Underwriter Co., was speaker at the one-day business session. His subject was "The Job as I See It."

build  
your  
security  
the

All-American  
way

A GENERAL AGENCY  
COMPANY

HARRY S. McCONACHIE  
Vice President

American  
Mutual life

INSURANCE COMPANY  
DES MOINES, IOWA

## GENERAL AGENTS WANTED

ILLINOIS, INDIANA AND OHIO GENERAL AGENCY OPENINGS ARE AVAILABLE TO QUALIFIED MEN. THIS IS YOUR OPPORTUNITY TO BECOME ASSOCIATED WITH A GROWING COMPANY LOCATED IN THE MIDDLE-WEST AND WRITING ORDINARY, GROUP AND A. & H. BUSINESS. WRITE US TODAY, GIVING BACKGROUND AND EXPERIENCE.

FARMERS LIFE INSURANCE CO.

504 1/2 GRAND AVENUE

DES MOINES, IOWA

## VICE PRESIDENT AGENCY DIRECTOR

A friendly life company operating in some 20 states wants a man to direct the ordinary life department. This position offers a challenge and the man who has the background and experience to handle it will find it interesting. The company is offering \$15,000.00.

FERGASON PERSONNEL

330 S. Wells Street, Chicago 6, Illinois

Harrison 7-9040



## NEWS OF LIFE ASSOCIATIONS

### Oklahoma Congresses Give Pointers to Young Agents

A dual sales congress was staged by Oklahoma Assn. of Life Underwriters at Tulsa Feb. 23 and at Oklahoma City the next day.

Programs were almost identical with mornings directed toward the freshman agent and afternoon sessions presented by veterans in the business. Nearly 200 from eastern Oklahoma attended the Tulsa meeting while at Oklahoma City registration was 321. The program as previously announced was carried out.

Lee Searcy, director of agencies at Dallas for American National, called simplicity of program, including a few well-memorized and well-chosen points coupled with a thorough knowledge of a "canned" presentation, most important to the younger producers.

"Whether or not he uses the company's canned approach, or works out one of his own, every agent should know exactly what he is going to say when he comes face to face with his prospect," Mr. Searcy said. "Lack of confidence is often responsible for loss of a sale. If an agent does not have this knowledge, he is apt to become confused and forget some of the most vital points in completing a sale. It is not what you know but what you remember to say."

A. B. Irwin, Northwestern Mutual, Oklahoma City, who is national committeeman, was in charge of arrangements in both cities.

### Set Arkansas Congress Date

The sales congress of Arkansas State Assn. of Life Underwriters will be held in Little Rock on April 13. On the program will be C. H. Killen, New York Life, San Antonio; Powell Stamper, assistant vice-president National Life & Accident; Lester Rosen, Union Central, Memphis; D. O. Miller, American National, Paris, Tex., and Edward Snow, assistant superintendent of agencies, Aetna Life. The general chairman is C. E. Nix, National L. & A., who will visit every association in the state during March to insure an attendance at the congress of more than 500.

### Speicher Chicago Speaker

Paul Speicher, president of Insurance Research & Review Service, is slated to address the annual sales congress of Chicago Assn. of Life Underwriters April 13 at the LaSalle hotel. Ferrel M. Bean, John Hancock, and Gilbert Tosch, Prudential, are co-chairmen.

### Mark Utica 40th Anniversary

The 40th anniversary of Utica (N. Y.) Life Underwriters Assn. was celebrated at its February meeting. More than 80 persons attended.

Speakers included Mayor Golder, David Pyne, vice-president First National Bank & Trust Co.; Henry T. Dorrance, Utica lawyer, and Richard H. Balch, president Horrocks-Ibbotson Co. William L. Sherman, president, traced the history of the organization.

The mayor commented on how life insurance proceeds have eliminated many of the needs for social agencies. Mr. Pyne emphasized the life man's part in estate work. Mr. Dorrance spoke on life insurance in partnerships and close corporations, and Mr. Balch traced the change in public attitude toward life insurance.

**Grand Rapids, Mich.**—Robert E. Dineen, vice-president of Northwestern Mutual Life, addressed a meeting sponsored by the Grand Rapids C.L.U. chapter which drew an attendance of about 300. Mr. Dineen's subject was "The Effect of National Policies on Cost of Life Insurance, with Emphasis on the Interest Aspect of the Problem."

**Hutchinson, Kan.**—Members heard a debate on the welfare state by the

trophy-winning high school debating team.

**Gary, Ind.**—The money lent to the governments of the U. S. and Canada by life companies during the second world war would have bought 271,242 fighter planes, 39,375 four-engine bombers, 218,749 medium tanks, or 984,375,000 M-3 machine guns, said R. W. Osler, vice-president of the Rough Notes Co. at the meeting of the Calumet association.

**Dodge City, Kan.**—Richard W. Evans, Dodge City, formerly probate judge of Ford county, spoke at the February

meeting of the Southwest Kansas Life association, bringing out many points in respect to establishing beneficiaries under life policies from the legal angle.

**Wausau, Wis.**—Don Clapp, agency secretary of National Guardian Life, spoke at a luncheon meeting of the Wisconsin Valley association.

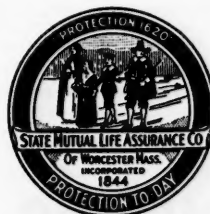
**Meriden, Conn.**—Robert E. Purdy, manager of the group department of Aetna Life at New Haven, discussed group insurance. Philip T. Saleski, national committeeman, submitted a report on the work of the Hoover Committee. A joint outing with the New Britain association in June is planned.

**Elkhart, Ind.**—George O. Koch, American United Life, Indianapolis, spoke.

### Deplores Leaning on U. S.

**LINCOLN, NEB.**—Individual responsibility in providing for the future was stressed by Keith Hayes of Hutchinson, president of the Kansas association. He deplored leaning too heavily on government welfare plans, and warned that if people "hedging against the contingencies of life" are going to elect representatives to hedge against them through government they will have to watch government more closely.

**Fort Wayne, Ind.**—John D. Marsh, Lincoln National, Washington, D. C., spoke.



## AN ACHIEVEMENT WELL EARNED

### Congratulations to

THE GERALD H. YOUNG AGENCY, NEW YORK CITY

winner of the State Mutual

### President's Cup for 1950

A trophy awarded annually to the Agency with the best over-all record in sound agency management reflecting the high average results of successful career associates and the excellent quality of their business.

RUNNER-UP FOR PRESIDENT'S CUP 1950

THE HARRY J. ALTICK Agency, Detroit, Michigan

#### PREVIOUS WINNERS

- 1944 THE JEFF GROS AGENCY — MEMPHIS, TENN.
- 1945 THE LEE B. SCHEUER AGENCY — CINCINNATI, OHIO.
- 1946 THE STANLEY E. MARTIN AGENCY — DALLAS, TEXAS.
- 1947 THE CHESTER R. JONES AGENCY — WASHINGTON, D.C.
- 1948 THE G. HAROLD MOORE AGENCY — PITTSBURGH, PA.
- 1949 THE CHESTER R. JONES AGENCY — WASHINGTON, D.C.

**STATE·MUTUAL·LIFE**  
*Assurance Company*  
 OF WORCESTER, MASSACHUSETTS  
 Incorporated 1844

## AMONG COMPANY MEN

### C. G. Heitzeberg Named to State Department Post

Charles G. Heitzeberg, director of agency supervision of Mutual Benefit Life, has been given a one year leave of absence by the company to serve on the administrative staff of the Undersecretary of State at Washington.

Mr. Heitzeberg served in the office of the chief of staff at Washington during the war, attending the conferences at Cairo, Teheran, Malta, Yalta and part of the Potsdam conference. Leaving the service in 1946 as a major, he returned to Mutual Benefit Life's Detroit agency where he was assistant to General Agent C. Carroll Otto. He went to the home office in July, 1950, to become an assistant to Richard E.

Pille, vice-president in charge of agencies.

### United Benefit Advances Wellman and Ecklund

United Benefit Life has advanced Walter R. Wellman to assistant vice-president and Glenn A. Ecklund to assistant secretary.

Mr. Wellman joined the company in 1936 as an agent and for some time has been special assistant to the agency vice-president. He attended Creighton University and is a graduate of the Omaha University law school.

Mr. Ecklund started in the accounting department in 1935 and later was advanced to department supervisor. He majored in accounting at college. He is

treasurer of the company's credit union, which he helped organize.

### E. D. Lacy, for 32 Years with N. W. National, Retires

E. D. Lacy, director of research and audit for Northwestern National Life, will retire after 32 years with the company. He joined the company as assistant actuary in 1919 after service with Eureka Life and Dakota Life, now Midland National. He is a graduate of University of Michigan. Mr. Lacy was instrumental in installing the company's first punched card accounting system.



E. D. Lacy

Henry F. Rundquist has been promoted to home office field supervisor. He joined the company in 1946.

### Dunning New York Life Director of A. & H. Sales

James D. Dunning has been appointed director of A. & H. sales of New York Life.

Mr. Dunning, who joined the company as an agent in 1932, has been in training supervisory work since 1945. He was in the navy during the war. Formation of a staff for the newly-created group and A. & H. department has been under way for several months, under Vice-president Wendell A. Milliman.

More than 200 agents attended a home office training course given the latter part of February to acquaint them with the new line.

It is expected that the company will begin writing group and A. & H. some time this summer.

### F. W. Gale Retires as Lincoln National Coast Agency Chief

Fred W. Gale, since 1929 west coast superintendent of agencies of Lincoln National, has retired. The agencies which he formerly supervised have been placed under the direction of A. A. McFall, superintendent of agencies.

Mr. Gale joined Lincoln National in 1922 as cashier at Los Angeles. A public accountant at Minneapolis just before the first world war, he became interested in life insurance as a career while installing a system for an insurance company.

He was soon promoted to assistant state manager for California and served as associate state manager and assistant superintendent of agencies before becoming the company's first superintendent of agencies for the west coast in 1929.

The company had only four west coast agencies at that time—at Los Angeles, San Francisco, Seattle and Salt Lake City. It now has 16 well-established agencies there.

### Taliaferro Gulf V.-P.

E. P. Taliaferro, Tampa, Fla., a director of Gulf Life, has been elected a vice-president.

### Quinn in Boston Group Post

State Mutual Life has appointed John J. Quinn home office representative at its Boston group office. He will be associated with Arthur A. Dunn, who is in charge.

After air force service, Mr. Quinn received his B.A. from University of

Maine. He was with Central Maine Power Co. until early last fall when he started with State Mutual.

### Frayser Group Assistant

Great-West Life has appointed C. R. Frayser group assistant at the head office. He has been with Great-West since 1928, except for seven years' war service, and in the group department since 1946.

### N. Y. Life Ups 3 Attorneys

New York Life has advanced Ross McLeod from counsel to assistant general counsel, and has promoted Philip J. Lynch and Harry J. McCallion, attorneys, to administrative assistants in the office of the general counsel.

### Wolfe to Higher Post

Budd Wolfe, agency secretary of Western Reserve Life, Austin, Tex., has been promoted to administrative assistant and will devote much of his time to conservation work.

### Conner Agency Secretary

Joseph J. Conner, former district manager for Oklahoma of American Hospital & Life with offices at Tulsa, has returned to the home office as agency secretary.

### George Ryrie Promoted

North American Life of Toronto has appointed George Ryrie assistant general manager and actuary. He started with the company in 1924 as a clerk in the actuarial department. He is a fellow of the Society of Actuaries.

Arthur W. Williams of A. W. Williams Inspection Co. at Mobile, has been elected a director of Vulcan Life & Accident of Birmingham.

## WEST COAST OPPORTUNITIES

LOS ANGELES  
Population: 1,954,036

Increase of 30% in 10 years.  
The miracle city of America.  
... teeming with new people  
... opportunities ... several  
good openings with West  
Coast Life.

**West Coast Life**  
INSURANCE COMPANY

SAN FRANCISCO



Yes! Those birthday cards are GOODWILL BUILDERS — for sure. They are designed to be remembered.

INQUIRE  
The Postlethwaite Co., Inc.  
17 East 14th St.  
Kansas City 6, Mo.

## TO ALL AMERICANS

Life Insurance offers freedom to a people who believe in freedom.

To the breadwinner, freedom from worry ... To the widow and her children, freedom from want ... To the aged, freedom from dependency ... And to all Americans, it offers security without sacrificing individual liberty and freedom.

Yours is an important message!

**BENEFICIAL LIFE**  
INSURANCE COMPANY

George Albert Smith, President

Salt Lake City, Utah

## LUTHERAN MUTUAL LIFE INSURANCE COMPANY

Waverly, Iowa

72nd Annual Statement, December 31, 1950

Insurance in Force .....	\$223,276,545
Admitted Assets .....	43,400,909
Policyholder's Surplus .....	2,608,689
1950 Increase of Insurance in Force .....	22,209,797
Reserve for 1951 Dividends .....	960,000

A Growing Company with an outstanding record of  
Low Net Cost

Agency Openings available to Lutherans



## COMPANIES

### Franklin's March Drive Aimed at Putting Company in Billion-Dollar Class

Franklin Life will hold a sales contest during March which is expected to culminate in the company's passing the billion-dollar mark in insurance in force. The theme is a field and track meet with each agent entered in an event. The main event is the company's pole-vaulting to a billion in force. Cash and merchandise prizes will be awarded and pins designating membership in the "Over the Billion Club."

Franklin had expected to attain the billion dollar mark by mid-1951, but record-breaking production during the past few months has put it well ahead of schedule to reach the goal several months in advance. Sales for January were 55.4% ahead.

### Reject AFL Union

Efforts of an AFL union of office workers to be declared the collective bargaining agent for home office employees of General American Life were overwhelmingly defeated in an election conducted by national labor relations board. The workers participating voted 352 to 52 against the union.

### Dividend Is Increased

Franklin Life has paid a dividend of 75 cents per share as compared with 60 cents in previous years.

### Rally to Blood Donor Call

Nearly one-third of Provident Mutual Life's employees recently responded to the call of the American Red Cross for blood donors. Dr. Paul H. Langner, Jr., associate medical director, was chairman of the drive.

### Eliminates Premium Receipts

Reliance Life is beginning the use of a new premium notice, with record of payment stub, that will eliminate the need for sending premium receipts except where payment is made in cash or where the policyholder requests it specifically. It will be inaugurated with policies having anniversary dates in April.

The Gantz agency of Pacific Mutual Life at Cincinnati led the company in January in paid volume and also in premiums.

U. S. Senator Scott M. Loftin was the speaker at a banquet recently honoring the birthdays of the founders of Gulf Life, Chairman T. T. Phillips and President E. L. Phillips.

Life of Virginia is suing 10 of its agents and their union, American Federation of Industrial & Ordinary Agents, at Columbus, O., to recover books which were placed in its possession when a strike was called Jan. 11.

## AGENCY NEWS

### Three Father-Son Groups

The W. A. Arnold, 2nd, agency of Penn Mutual at Harrisburg has three father-and-son combinations. All six have qualified for the company's Quarter Million Dollar Club Conference.

Involved are E. R. Eckenrode and his son, E. R. Eckenrode, Jr., Harrisburg; John W. Eckenrode and John W. Eckenrode, III, Lancaster; David Baker, Harrisburg, and his son Eph Baker of Williamsport.

Eph Baker led the entire agency in volume last year and became the agency's "man of the year." John Eckenrode, III, led the agency in lives and was runner-up in agency volume for the

year. E. R. Eckenrode led the agency in total premiums.

### State Mutual Honors Young

The State Mutual president's cup for all-around agency achievement was presented for 1950 to Gerald H. Young, general agent at New York City. Runner-up was the Altick agency in Detroit and the Jones agency of Washington, D. C. was in third place. The cup was presented by President George Avery White to Mr. Young at the meeting of the general agents association just preceding the company annual meeting.

The Gruber, Lynch & Sloane agency in New York City led the Continental Assurance agencies in New York state in 1950 in the production of disability benefits business.

C. R. Gulley, vice-president of Missouri Ins. Co., spoke at the annual meeting of the Warren G. Kreiling eastern Kansas agency at Wichita. He was formerly district manager there.

Liberty National Life has moved into a new two-story building at 1524 Madison street, Memphis. It will house the combined personnel of districts 88 and 50 of which D. L. Smith and J. B. Jordan are managers.

Clyde K. Potter, field supervisor for

Minnesota Mutual Life at La Crosse, Wis., was honored at a dinner party and presented a gold cup in honor of becoming a member of the President's Dozen, a group of millionaire writers.

## ACCIDENT

### Pittsburgh Day A. & H. Forum Makes Great Hit

PITTSBURGH — At the A. & H. forum of Pittsburgh Insurance Day Carl A. Ernst, North American Life & Casualty, St. Paul, vice-president of International Assn. of A. & H. Underwriters, made a great hit. With his dramatic presentation of simple but breath-taking sales techniques, he gave the audience a great deal of usable ammunition and his listeners kept busy taking notes.

Jack E. Rawles, assistant superintendent of agencies and director of training of Reliance Life, was moderator at a forum that brought out numerous practical ideas, the members being I. A. Cohen, district manager of Reliance Life; John R. Hawkins of Mutual Benefit H. & A., and D. H. Kelly, American

Health. Saul Frankel of Philadelphia Life was presiding officer at that forum.

### Cole to Southern National

Stanley Cole, vice-president and agency director of American Hospital & Life, has resigned to become vice-president in charge of the A. & H. department of Southern National Life of San Antonio and a director of the company.

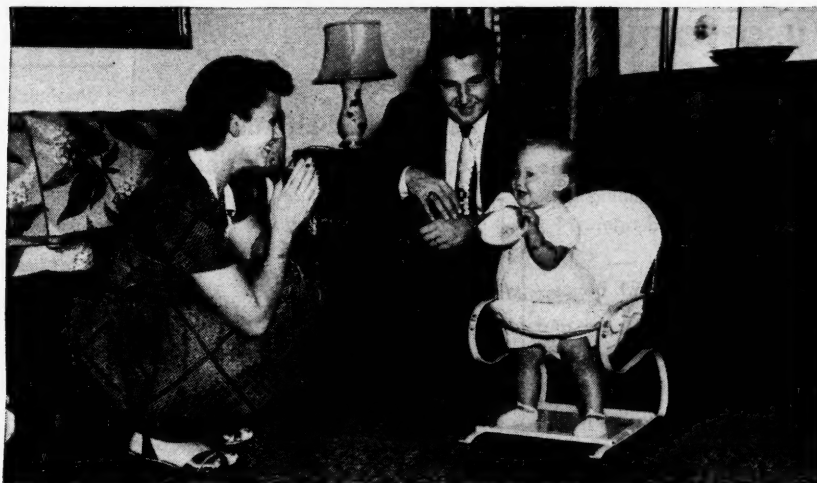
Mr. Cole entered insurance with Employers Casualty of Dallas in 1935; went with Federal Life at Corpus Christi and became manager there in 1945, and in 1947 became acting agency director of American Hospital & Life. He later was advanced to agency director and then to vice-president and agency director.

### Broaden A. & H. Group Field

HARRISBURG—Legislation adding volunteer fire departments and sportsmen's groups to those eligible for group A. & H. insurance in Pennsylvania has been passed by the house.

Bernard Stone of Nebraska has been appointed chairman of the federal legislation committee of National Assn. of Insurance Commissioners.

## Prudential security plans sell because they serve.



Thanks to Prudential's Temporary Income policy, Tom Gilmore has guaranteed his family a home of their own if he should die tomorrow.

Tom is 29 and has a 20-year installment mortgage for \$10,000. And for a little more than \$5.00 a month his Temporary Income policy will cover that mortgage from start to finish.

Philip Hudson, The Prudential Agent who sold this plan, says, "The Gilmores had to keep the cost down. That's why I suggested this decreasing term policy. If a prospect can afford a little more, I recommend a Decreasing Term rider with a basic policy. That way we cover the mortgage and increase permanent protection at the same time. In nearly all my sales I can find a Prudential plan that fits not only my prospect's needs—but also his pocketbook."

*The above facts are based on actual cases in our files, but the names are fictitious.*



## The PRUDENTIAL INSURANCE COMPANY of AMERICA

A mutual life insurance company

HOME OFFICE  
NEWARK, N. J.

• WESTERN HOME OFFICE  
LOS ANGELES, CALIF.

• CANADIAN HEAD OFFICE  
TORONTO, ONT.

## Lubbock Agency Leads Republic National

Republic National's Lubbock agency has been designated agency of the year and James A. Bowron (left) former manager at Lubbock and now west Texas agency director, was presented an engraved plaque by President T. P. Beasley.



Mutual Life of Canada has reduced premiums for non-participating 5, 10, 15 and 20-year term and term to age 65

policies. These plans are convertible within 3, 7, 12 and 16 years and to age 60. Minimum policy issued is \$5,000.

## WANT ADS

Rates—\$12 per inch per insertion—1 inch minimum. Limit—40 words per inch. Deadline Tuesday noon in Chicago office—175 W. Jackson Blvd. Individuals placing ads are requested to make payment in advance.

THE NATIONAL UNDERWRITER — LIFE EDITION

### C. L. U. OPPORTUNITY IN SOUTHERN CALIFORNIA

A Billion Dollar Life Insurance Company has a Position open for a qualified ASSISTANT MANAGER—to assist in recruiting and training general agents, brokers and agents.

Excellent Opportunity — Salary open—Plus commission and Bonus—

Please give qualifications and background — Correspondence absolutely confidential —

Address D-51, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Illinois.

### Managerial Opportunities in Illinois Indiana Kansas Nebraska Michigan

A leading Texas company has openings for agency managers in several key cities in these states.

Men with proven records of personal production or managerial experience will receive a liberal salary, office allowance, overwriting commissions. To agents we offer top commission contracts, a complete Home Office training program, par and non-par plans, standard and sub-standard, life, health & accident, hospitalization and surgical, and group, plus the utmost in sales cooperation.

Men who are looking for an opportunity with a future will do well to write us in detail about their background, experience, etc. Address D-93, National Underwriter, 175 W. Jackson Blvd., Chicago 4, Illinois.

### OPPORTUNITY

for Woman Supervisor for Juvenile Department in Wisconsin. Salary and expenses. National Mutual Benefit, 119 Monona Ave., Madison 1, Wisconsin.

### — GENERAL AGENT —

Established Life and Disability General Agency in northern Ohio now available.

Reply in confidence to  
E-3, The National Underwriter  
175 W. Jackson Blvd.  
Chicago 4

### OPPORTUNITY PROVEN

We need a State Supervisor for a North Central State producing \$6,000,000 annually. Present Supervisor being promoted. Duties include recruiting, training, supervision in established agencies and new development.

Qualification: C.L.U. or Q.M.R.T. preferred. Minimum age 32. Starting salary \$4,200 plus bonus, expenses and car furnished.

Address D-82, The National Underwriter, 175 West Jackson Blvd., Chicago 4, Illinois. Give experience and other qualifications. All inquiries confidential.

### WANTED

An experienced man to head Home Office accident and sickness department of well-known Midwestern Life Insurance Company. Must be under 50 with experience in recruiting and training men in field, development of sales material, and departmental building. An unusual opportunity for the right man. Address E-2, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Illinois.

## Prudential to Build Midwest Head Office

(CONTINUED FROM PAGE 1)

the area. Mr. Shanks pointed out that about 18% of the company's business originates in the nine states. Its annual payments to policyholders and beneficiaries in these states are also substantial. Last year they exceeded \$112 million, of which nearly 40% went to Illinois residents alone.

Mr. Shanks went on to say that it was impossible to forecast when actual work on the building will begin because of present conditions. However, he emphasized that the company is eager to commence construction at the earliest possible date consistent with the national defense situation. Detailed architectural plans will require about a year for completion. They are being handled by the Chicago architectural and engineering firm of Naess & Murphy.

In answer to a question as to how soon conditions might be expected to permit the starting of construction, Mr. Shanks said that it is possible that steel production capacity might expand enough to permit going ahead without delay but in any event Prudential will not start until it has the green light from the government. It is possible, also, he said, that because of the severe shortage of office space in Chicago the government might allow the building to proceed regardless of expansion in steel production facilities.

Mr. Shanks said experience with other regional home offices indicated the Chicago building should result in a saving to policyholders.

### BUILT ON CAISSONS

Preliminary plans contemplate a modern, contemporary structure of about 35 stories. It will be air-conditioned and fireproof. The exterior will be of polished stone and stainless steel. Main supports for the building will be some 400 cylindrical caissons extending to bedrock, approximately 100 feet below the surface of the ground.

The building's entrance lobby will be reached through an attractive open court on the Randolph street side. Selected

shops of a type to serve the tenants of the building and suburban commuters, will be located in the lobby, from which there will be direct connections with the station concourse below. A two-level parking area, capable of accommodating some 400 automobiles, will adjoin the building on the north.

In all, the building will contain approximately 800,000 square feet of usable floor space. It is expected that only half of this will be needed by the Prudential and that the remainder will be available on a rental basis, thus materially relieving the acute shortage of office space in downtown Chicago.

Property and air rights to build the structure were purchased from the Illinois Central, which is retaining the ground for continued railroad use.

The plot above which the building will be erected consists of an entire block from Randolph street north to Lake street. The building will have a facade on Randolph street, from which there will be an unobstructed view of Michigan boulevard, Grant Park and the lake.

Negotiations for the building site have been under way since October, 1949, said Mr. Shanks, and an indication of the complexities is provided by the fact that some 500 distinct parcels are involved in the transaction. This is because each separate footing, elevator pit and air rights required for utility lines must be considered as a separate piece of real estate. Successful conclusion of the negotiations was made possible only through the close cooperation of lawyers, engineers, architects and realtors.

Leo J. Sheridan, whose company negotiated for the site, said that a big factor in interesting Prudential sufficiently to go through with the lengthy negotiations was the dramatic value of the location.

Mr. Shanks was the speaker at a dinner in Chicago Thursday evening at Chicago in which he talked on the future of the mid-America region. Hosts were Governor Stevenson of Illinois and President Johnston of the Illinois Central.

### Mark Long Prudential Careers

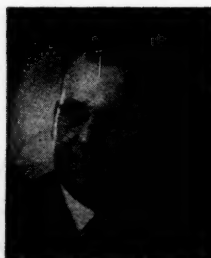
Adolph J. Schenk, assistant manager of the bookkeeping division of Prudential, was honored with a luncheon in recognition of his 50th anniversary with the company. He holds the longest service record of any of the company's 45,000 active employees.

Frank Moore and William Glasberg of the field audits division have been with the company 45 years this month. Mr. Moore, an examiner of accounts, and Mr. Glasberg, home office representative, are both stationed at Los Angeles.

John P. McIver, manager of the Fort Collins, Wyo., district is marking his 30th year. Three district managers are celebrating their 25th anniversaries. They are Guy Barzilay, Brooklyn district 4; William E. Lindquist, Blue Island, Ill., and Philip F. Volz, Cincinnati district 2.

### Pilot Raises Donaldson

Robert W. Donaldson, superintendent of agencies of Pilot Life, has been promoted to assistant manager of agencies. Mr. Donaldson started with the company as an agent at Charlotte, N.C., in 1945. He went to the home office in 1948 as agency supervisor and a year later was named superintendent of agencies.



### Executive Secretary Resigns

Miss Betty Baillie, executive secretary of the Cleveland Life Underwriters Assn., has resigned. Her successor is Mrs. Mabel F. Mitten.

### Former Texas Commissioner Dies

R. B. Cousins, Jr., former member of the Texas board of insurance commissioners and long prominent in the fire and casualty business in Texas, died of a heart attack. He was manager of the Texas Automobile Insurance Service Office at the time of his death.

Postal Life, which has been operating in New York state, has now been licensed in Connecticut.

## LIFE GENERAL AGENCY FOR SALE

An established life agency in Ohio with vested renewals. The company pays a collection fee and are willing to give financial help to a man with life and A & H and Group experience. 1950 Agency income, nearly \$25,000.

FOR PARTICULARS

FERGASON PERSONNEL  
330 S. Wells Street, Chicago 6, Illinois  
Harrison 7-9040

### Royal with \$

Royal force at 675,240, reported ship, cer serves.

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The s members surplus Special \$100,000.

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## LEGAL RESERVE FRATERNALS

### Royal Neighbors Ends Year with \$395,675,240 in Force

Royal Neighbors had life insurance in force at Dec. 31 amounting to \$395,675,240, up \$3,035,208. The society also reported increases in assets, membership, certificates and contingency reserves.

Assets are \$133,355,288, up \$4,215,120. They included cash, \$2,531,280, U. S. government bonds, \$23,504,177; state and municipal bonds, \$64,068,651; public utility bonds, \$13,048,887; preferred stocks, \$8,001,560; mortgages, \$19,279,692, and miscellaneous, \$2,921,041.

The society earned a net interest rate of 3.22% on benefit funds as against 3.33% in 1949. Insurance in force includes \$311,470,859 in adult insurance and \$84,204,381 juvenile. Membership grew 528 to reach 550,284. New insurance written in 1950 was \$23,622,704, off \$2,041,405. Ratio of actual to expected mortality was 46.13% as against 47.17% for 1949. Death claims and payments to members increased \$301,370 to reach \$6,429,731.

### Protected Home Circle Gains 837 Certificates

Assets of Protected Home Circle increased \$617,643 during 1950 to total \$16,733,277. Insurance in force increased \$1,067,095 during the year and 837 benefit certificates were gained, bringing the total insurance in force to \$72,078,620 and the total number of benefit certificates to 95,257.

The society paid out \$1,158,322 to members and beneficiaries. Unassigned surplus funds amounted to \$822,677. Special and contingency reserves were \$100,000. The reserve was \$15,516,052.

### Propose N. Y. Legislation

The New York department is backing a bill in the legislature that would amend the insurance law pertaining to fraternal by requiring that premiums and contributions for life insurance benefits and rates on all contracts providing disability benefits issued on and after Jan. 1, 1952 be based on an interest assumption not higher than 3%. This provision is tacked on to the section that allows the continuing use of the American Experience table or the American Men Ultimate table, some of which have a 3½% interest estimate.

A second amendment would require the inclusion in a policy issued for delivery in the state by a foreign or

alien society authorized to do business a statement that the rights or obligations of the insured member under the certificate or contract or any person rightfully claiming on them shall be governed by the laws of New York. This stipulation is to take effect Sept. 1, 1951.

### Modern Woodmen Extends Free Polio Cover to Members

Modern Woodmen is now providing polio coverage free of charge to all its premium-paying members, both children and adults. There is \$250 payable when polio strikes and an additional \$250 if the attack results in crippling after-effects or in death.

### Lutheran Brotherhood's Year

Insurance in force of Lutheran Brotherhood increased 12.24% to \$318,627,000. Assets increased to \$56,585,809. The net interest rate was 3.82%, an increase of .06% over 1949. Total premium income for the year was \$9,470,546.

### Equitable Reserve Figures

Assets of Equitable Reserve reached \$13,544,938 in 1950. Business in force was \$42,724,211 and total membership was 51,013. The net interest rate earned on assets during the year was 3.89%.

## MANAGERS

### Rix Talks on Training

San Antonio Life Managers Club heard Statham Rix, agency supervisor of Southwestern Life, speak on training for life insurance salesmen. He stressed the difference between education and training. Education gives the agent a knowledge of the fundamentals of life insurance. After they are learned, he would have the new man work in the field under supervision. He said teaching can not be done successfully at long range any more than the selling of life insurance.

### Estate Tax Talk at L. A.

Elmo H. Conley, Los Angeles attorney, addressed Life Insurance Managers Assn. there on "Estate Taxes." He reviewed the legislation on estate taxes from 1797 on down and took up in some detail the steps in handling an estate and how to find out what the tax will amount to.

### Open Forum at Wichita

Wichita general agents and managers held an open forum meeting with H. W. Schenke, New York Life, leading the discussion on "What Is Our Job as Agency Managers?" About 25 members participated.

Hilbert Rust, R. & R. Service, talked on "Motivating the Agent" at the February dinner meeting of Milwaukee managers.

Charles W. Brown, Mutual Life, addressed the Grand Rapids managers on "Building Manpower."

"Heartaches of Cashiers and Office Managers" was the theme for a round table discussion of Atlanta Life Agency Cashiers & Office Managers recently.

### Pass Two Laws in Tenn.

Two of nine insurance measures in the Tennessee legislature have been made law. One requires companies to pay the cost of all examinations and investigations made by the department and the other raises the standards set for investment by companies in stock and securities.

Measures providing for examination

by the commissioner of all applicants for and radio advertisements by insurance license to sell all types of insurance companies state whether they are qualified to do business in West Virginia. Another is the unlicensed insurer service of process act.

Another would require insurers and hospital service plans to pay the cost of examinations made by the department.

### W. Va. Bills Progress

Among bills passed by the West Virginia house are a number of measures sponsored by the West Virginia department.

One would require that newspaper

Robert L. Utne, general agent for Penn Mutual at St. Paul, appointed Gregory R. Hagan production manager there. He is now president of St. Paul Life Underwriters Assn.

## Announcing

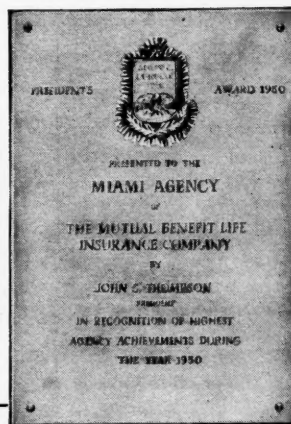
### THE WINNERS OF OUR HIGHEST AWARDS



#### THE MIAMI AGENCY

is awarded our highest honor for its outstanding accomplishments in 1950. Congratulations to Alfred J. Lewallen and his associates who had to be great to rate first in the hard-hitting competition of Mutual Benefit Life's agencies.

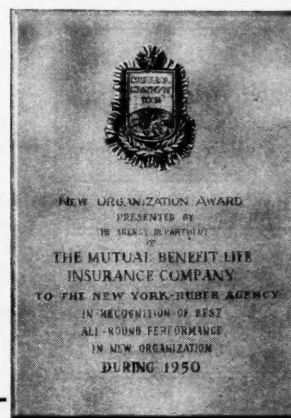
#### The President's Trophy



#### THE NEW YORK-HUBER AGENCY

wins top honors for assembling a superb team of new representatives. Congratulations to Sol Huber and his associates for their outstanding insight and skill in selecting and training successful career underwriters.

#### New Organization Award



Although there can be only two winners, there were no losers among the Mutual Benefit Life agencies that competed for first place in 1950. This is indeed evidence of the fine leadership furnished by our general agents . . . and of the training and facilities made available by Mutual Benefit Life.

THE  
**MUTUAL BENEFIT LIFE**  
INSURANCE COMPANY  
ORGANIZED IN 1845 • 300 BROADWAY, NEWARK, NEW JERSEY

### Fidelity Scores High Where It Counts Most



Our leading producers have again reminded us that Fidelity Life scores high in:

- ✓ Training Program
- ✓ Field Supervisory Assistance
- ✓ Sales Aids
- ✓ Home Office Cooperation
- ✓ Claim Service
- ✓ Incentive Plans

**FIDELITY LIFE ASSOCIATION**  
Home Office - Fulton, Illinois

**Kan. Farm Bureau Rally**

A completely new life insurance plan designed for farmers was introduced at the annual sales meeting at Wichita of Kansas Farm Life and Kansas Farm Bureau companies.

Awards to members of the agency force were presented by Orval Thrush, manager of Farm Bureau. The "agent of the year," top company award, went to Bruno Hoffmann of Meade County.

Don Teare, sales director for Farm Bureau, was master of ceremonies.

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Consulting Actuaries

Employee Benefit Plans

RICHMOND ATLANTA

**Expect Continuance of NSLI Program**

(CONTINUED FROM PAGE 3)

benefit of the premiums which would otherwise be paid under the present system. He opined that perhaps it might be practical to give a man who goes into military service the option of taking out insurance without paying premiums or pay adequate premiums for it with the right to continue after he leaves the service.

Senator Langer of North Dakota supported the George substitute saying, "It is a choice of whether we are going to help a group of private insurance companies which already have a surplus of some \$63 billion or whether we are going to support our veterans."

Senator Byrd of Virginia commented that the Senate substitute "completely nullifies the philosophy of H.R. 1 and destroys the basic principles and the basic purposes of H.R. 1." He put into the record the observations of the Hardy committee and a letter from Rep. Hardy saying that the George substitute would expand the veterans administration "to a point which I cannot comprehend. If the law and policies with respect to the draft result in deferments to only 22% of the men of service age, then it follows that within a very few years 78% of all our male population would be eligible for governmental insurance," Rep. Hardy wrote. "Under the statute the administrative costs of all this insurance would be borne by the taxpayer and quite obviously in the course of time existing commercial insurance would be strangled."

**Seen as Stop-gap Move**

The George measure is regarded by many in Congress as a stop-gap plan to keep from going too fast in transferring from NSLI to a gratuitous indemnity basis. It is pointed out that the Hardy committee made a number of recommendations which were not adopted by the veterans affairs committee and that a number of VA recommendations were not adopted.

Drew Pearson, columnist, reported recently that Senator Taft proposed at an executive session of the joint committee on the economic report that veterans should not receive a second NSLI dividend. According to the columnist, Mr. Taft feels that passing out the first dividend in cash helped start inflation. Senator Taft reportedly claimed that the Senate was never consulted in the matter. Apparently Senator Taft is among those who feel that the veterans administration payments on NSLI policies represent a subsidy rather than a true dividend.

**Section 213 Revision Proposal Is Analyzed**

(CONTINUED FROM PAGE 1)

the company is not allowed to pay a general agent. His commission is controlled by the amount of insurance his agency is to serve. Since there is none in a new area the general agency company can not appoint any new general agents. A company might, in some instances, hire the man as a manager temporarily, later transferring him to a general agency contract. The new law puts general agents and managers on the same plan. Total money paid out is under the agency expense limit but companies can now organize new general agencies just as they can branch offices.

Section 304 places an over-all limitation on company general expenses in a realistic, functional manner. Agents' compensation is excluded from the section. Section 304 also has expense limits graduated downward by amount of insurance in force to help the small company.

Section 305 provides an elevator clause to take care of problems which arise when a company exceeds its agency or general expense limit. The section is

designed to allow a company to increase its expenses, for example, in the event of runaway inflation. The scheme is keyed to industry expenses so that individual company excesses based on special factors cannot be used for special privileges. Section 306 limits the vested interest of the general agent to 5% on first year commissions and to 2% on renewals for 14 years.

**Profit in Selling Exclusive General Agency Contract Is Held Long-Term Gain**

The U. S. court of appeals for the 10th circuit has reversed the commissioner of internal revenue and held that an exclusive agency contract is "property" and is a capital asset.

The case involves the general agency contract which Marmaduke Corby of Oklahoma City formerly held with Occidental Life. The company bought back the contract in 1944 for \$46,500. The Corbys listed \$45,000 as net income after legal fees and reported it as a long-term capital gain, subject to a maximum tax of 25%.

However, the commissioner of internal revenue held that it was ordinary income. In overruling the commissioner the appeals court said the contract had substantial value, produced income, and was enforceable at law. Hence it was property and the money received as a capital gain. The Corby agency now represents American Mutual of Des Moines.

**LOMA Committee to Meet**

Fourteen members of the personnel administration committee of Life Office Management Assn. will attend a three-day meeting at the home office of State Farm Life, Bloomington, Ill., beginning March 4. The meeting will be under the direction of the committee's chairman, Sterling T. Tooker, who is secretary personnel department of Travelers.

**W. G. Rouse, Jr. Resigns**

W. G. Rouse, Jr., one of Equitable Society's managers at Baltimore, has resigned. Members of his agency have been transferred to the R. R. Hale agency of Baltimore.

**Texas A. & H. Men Elect**

New officers elected by Texas Assn. of A. & H. Underwriters are: President, Emerson Davis, Inter-Ocean, Dallas; vice-presidents, L. C. Woodham, Great American Reserve, Dallas, and William D. Bacon, Occidental Life, San Antonio; secretary-treasurer, R. C. Davidson, Mutual Benefit H. & A., Dallas.

**Joint Chicago Meeting**

There will be a joint meeting of the Chicago Actuarial Club and Chicago Home Office Underwriters March 14. William Fields, claim manager of United of Chicago, will speak on "Claim Problems and Underwriting."

**Burial Bill in Montana**

The Montana house has passed a bill to prohibit funeral homes from selling burial insurance to prohibit insurance companies from owing funeral homes. Rep. Dokken said the bill is aimed to "prevent some burial insurance rackets from developing in this state as they had in some other states."

**Carlson Field Supervisor**

Central Life of Illinois has appointed Roy H. Carlson field supervisor. He has been with John Hancock for 7½ years, the last two years as an assistant district manager.

Washington National home office employees celebrated Washington's birthday with a buffet luncheon followed by entertainment. Short talks were given by James F. Ramey, chairman of the

finance committee, and R. J. Wetterlund, president of the company. Certificates and pins were given to six members of the company's Veterans League.

**Day's Proposal on Fraternal Supervision Not Favored**

(CONTINUED FROM PAGE 2)

ciety of America, chairman of a committee to promote the fraternal system in Illinois and especially to make the public more cognizant of the various services which they offer, reported that such work requires more preparation and planning and recommended that it be started on a small scale and be built up over a period of years. It was recommended that the congress cooperate to the fullest possible extent in the program for Fraternal Week and sponsor a public ceremonial on Flag Day, June 14.

John Powell, chief of the fraternal division of the Illinois department, extended greetings on behalf of Director Day.

**Would Hike Examiners' Pay**

A bill in the Iowa legislature would provide a maximum of \$150 a week for state examiners. Another bill would provide for deduction of group A. & H. and hospital premiums for all public employees.

**One Day New Minimum Age**

New England Mutual has extended issue of juvenile insurance down to one day of age. Any policy issued before the child is six months old will grant full coverage after the first policy year. In the event of death during the first policy year, the company will return the gross premium with 2½% interest.

**Features Best Sales Tips**

The Bulletin, monthly field publication of Ohio National Life, is now running sales ideas which company agents have used with success. Prizes are to be awarded to the best sales tips submitted. Two tips are published in each issue, and at the end of the year they will be put in booklet form and mailed to field men who will choose two final winners, these receiving a grand prize.

**Kiefner's Title Changed**

Provident Mutual has changed the title of Frederick J. Kiefner from editor of publications to advertising and publications manager. Mr. Kiefner recently celebrated his 15th anniversary with the company.

**On American United Board**

Clarence Jackson has been elected chairman of the executive committee of American United Life. He is executive vice-president of Indiana Chamber of Commerce.

**Wollmar on Conn. Gen'l Board**

Sixten F. Wollmar, president of Emhart Manufacturing Co. of Hartford, has been elected a director of Connecticut General Life. He was with the S.K.F. Industries, Inc., for more than 25 years joining his present company in 1947.

**Would Lower Contracting Age**

H. B. 464, introduced in the Ohio legislature, lowers to 15 the age at which an insured may contract for a change in his life insurance policy. The bill is similar to the New York law. It is not regarded as objectionable by life companies.

Home State Life of Oklahoma has elected as directors C. R. Anthony, Oklahoma City, president of the Anthony Schain stores; Eugene S. Briggs, Enid, president of Phillips University; Harvey P. Everest, Oklahoma City, president of Mid-Continent News Co.

National Life of Canada has elected L. C. Bonnycastle, general manager, to the board.

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# Shots of Recent Insurance Events

In tribute to Vice-president Olen E. Anderson (right), district agents of John Hancock broke all production records in the period from Jan. 1, to Feb. 10. Mr. Anderson is shown accepting an illuminated parchment celebrating the event. Making the presentation is Harold E. Hall of Hyde Park, Mass., senior district manager.



Ralph G. Engelsman, center, general agent of Penn Mutual in New York City, new president of the board of trustees of the Life Underwriter Training Council, shown with B. N. Woodson, left, executive vice-president of State Life of Indianapolis, whom Mr. Engelsman succeeded as L.U.T.C. head, and Orville E. Beal, vice-president of Prudential, who was elected vice-president of the board.



## Mutual Gets Texas License from Butler



George B. Butler, third from left, chairman of the Texas board of insurance commissioners, presents Texas license to Roger Hull, executive vice-president of Mutual Life, marking the company's re-entry into the state after an absence of 44 years. The company opened offices in Dallas, Fort Worth, Houston and San Antonio last month. Those in the picture, left to right, are D. D. Briggs, superintendent of agencies for Mutual's southern division; Stanton G. Hale, vice-president and manager of agencies; Mr. Butler, Mr. Hull; R. Percy Goynes, Dallas manager, and Oliver M. Whipple, financial vice-president.

## Manhattan Establishes 30-Year Club



F. W. McKendrie, left, senior member of the newly founded Thirty Year Club of Manhattan Life home office employees, is congratulated by President Thomas E. Lovejoy, as Chairman J. P. Fordyce looks on. Other members of the club are C. T. V. Hecker, P. J. Ross, Miss Emma Till, S. H. Ackerman and H. W. Smith.

## Two Anniversaries Are Celebrated



Ferrel M. Bean cuts cake at office party marking his fifth anniversary as general agent of John Hancock in Chicago. Mr. Bean started with the Hancock in 1920 and was a general agent and superintendent of general agencies before his appointment at Chicago. His agency had \$10 million of paid ordinary production in 1951 and total production credits of \$23,324,000.



W. L. Moody, Jr., president American National, had reason to smile as he sat in his flower-banked office on his 86th birthday, for the agency force was producing business at a record-setting pace in his honor. The drive netted \$44,303,315 of ordinary, and \$8,350,000 of industrial. Industrial agents produced \$26,434,572 of the ordinary total.

## Winners of Company Recognition

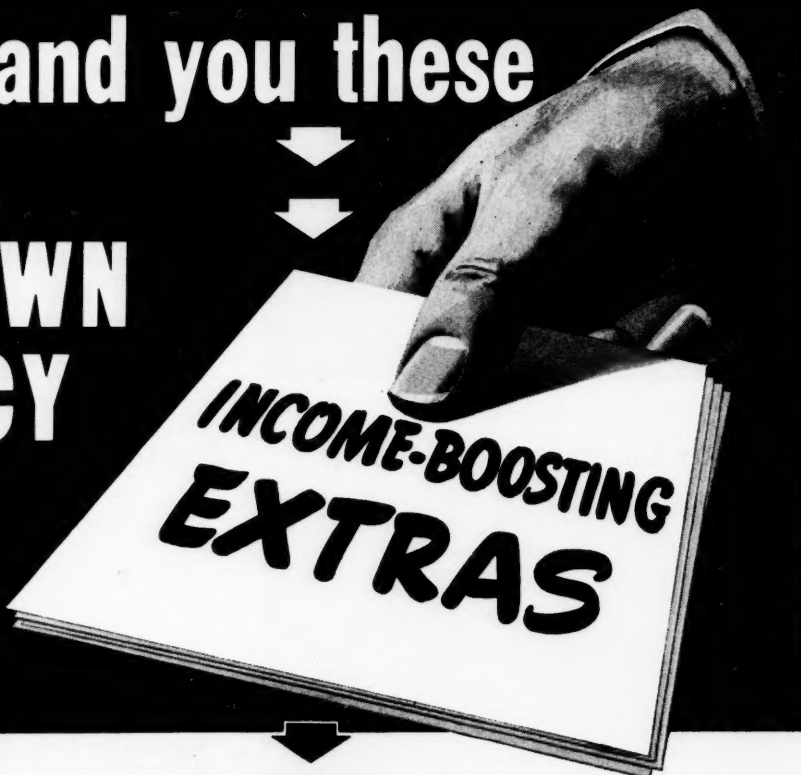


Gerald H. Young, left, general agent of State Mutual at New York City, receives from President George Avery White the president's cup for 1950, highest agency honor, for the best over-all record in management. Factors include production, increase in production, persistency, termination ratio, cost of new business, full-time production and average per man per month.



R. J. Costigan, left, manager of the Kansas City branch of Business Men's Assurance, was presented a diamond pin by Vice-president J. W. Sayler in honor of Mr. Costigan's 25 years of service with the company. He joined B.M.A. in 1926 and became Kansas City manager in 1931. He is a past president of the International Assn. of A. & H. Underwriters.

Let us hand you these  
for  
**YOUR OWN  
AGENCY**



in our **AGENT-PLANNED** Prosperity Contract



Men who know *your* side of the picture — successful general agency men with years of experience on the firing line — have seen to it that the Prosperity Contract is geared to the needs of the men in the field. They helped plan and write it. They *knew how* to make it provide the kind of cooperation and support others need to build and maintain a really prosperous business. Find out for yourself how The Midland Mutual Prosperity Contract helps build a bigger, better, more profitable future! Write *today*.

*The sure way to GET and KEEP good agents*

Write RUSSELL S. MOORE, Manager of Agencies, for details  
The MIDLAND MUTUAL Life Insurance Company

250 E. BROAD STREET, COLUMBUS 16, OHIO

- 1 Expense-Free Compensation  
Compensation plan is separate from expense. Overwritings — 1st year and renewal — are yours!
- 2 Expense Allowance  
Liberal expense formula, includes allowance to cover office and field expense.
- 3 Vested Overwriting Renewals  
Easy-to-attain qualifications entitle you to your renewals whether you live, die or quit.
- 4 Direct Mail and Unique Sales Plans  
Result-proved direct mail for prospecting, easy-to-sell package plans, and successful training programs make even new agents quick producers.
- 5 Aids to Getting and Holding Good Agents  
Liberal first-year commissions . . . monthly expense allowances . . . extra first and second year renewals . . . continuing service fees . . . and an attractive retirement plan help you get and hold the best agents.

**TERRITORIES OPEN**  
Agency opportunities are open in these states—

Pennsylvania	Ohio	Tennessee
New Jersey	Iowa	Kentucky
West Virginia	Indiana	Illinois
North Carolina	Michigan	California